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SUSTAINABLE TOURISM IN NEPAL: OPPORTUNITES AND CHALLENGES

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Abstract

This paper aims to identified and grave how resorts and hotels in Nepal use their local products and local vendors to be more sustainable. Sustainable development is a key element in the world nowadays. This is one of the main reasons why we will be discussing sustainable development in the tourism industry in Nepal, with a view on how main hospitality sectors are willing to develop their business, accordingly becoming a part of the new topic that is rising in the world today.

The increase in the number of tourists with sustainable development awareness resulting in so called sustainable tourism has increased the requirement for sustainable hotels and resorts. As a result, it appears important of the essence for Nepalese main hospitality sector to become part of this development strategy thereby attracting more tourists. To use local products and manpower is a key important thing in for sustainable development. Local products and local welcoming cultural create unique experience for sustainable tourists.

On the other hand, it remainders very vital that the traveler feel that they are a part of the local public letting them to view and perceive immediate the progress of the teams that are working on the sustainability part. Such participation talks the feeling of actually doing something that matters to the community. Experiencing the favorable flavor of the local produce results in the blowout of word of mouth, free marketing tools that can be used to huge and exploit the stay in such hotels and resorts.

Likewise, this is a age of technology; new generations play vital role to promotion their place and products. Internet has brought world is as a global village people can share and promote their products and places so it is a very essential tools for businesses as they facilitate marketing whilst allowing for the posting and viewing of reviews. Paper critically discusses investments, political situation and progress of sustainable development tourism development of Nepal.

Abbreviation

UNESCO	=	United Nations Educational, Scientific and Cultural Organization
GDP	=	Gross Domestic product
IMF	=	International Monitory Fund
UN	=	United Nation
SDG	=	Sustainable Development Goal
NEA	=	Nepal Electricity Authority
MW	=	Mega Watt
AEPC	=	Apparel Export Promotion Council
ADB	=	Asian Development Bank
GBIA	=	Gautam Buddha International Airport
SDGs	=	Sustainable Development Goal
TIES	=	The International ecotourism society.
SEATO	=	South East Asia Tourism Organization
WWF	=	World Wide Fund
NGO	=	National Government Organization
USA	=	United State America
UAE	=	United Arab Emirates
UNDP	=	United Nation Development Program
UK	=	United Kingdom
ODA	=	Official Development Assistance
FDI	=	Forgan Direct Investment
MDG	=	Millennium Development Goal
HIV	=	Human Immunodeficiency Virus
AIDS	=	Acquired Immunodeficiency Syndrome
NATHM	=	Nepal Academy of Travel and Hospitality Management

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Chapter 1 introduction

The paper deals with the issue of sustainability and eco-tourism in Nepal; more specifically we will be discussing the opportunities and the challenges facing ecotourism. Indeed, nowadays the term sustainability is used a lot, and there are goals that word is aspiring for and challenged to achieve in the near future. Tourism industry is growing again after the revolutions that took place in 1996 to 2006. Nepal has suffered from many political transitions that had huge effect in country economy. World Height Mountains, many heritage sites with holy places of Hinduism and Buddhism are main attraction destination for visitors. Nepal is known for its tourism as it attracts tourists form all around the globe and not only for leisure tourism but for many others touristic purposes as well. Nepal has a strategic geographical location that allows it to be connected by air and road to every part of the word; Nepal is between two big countries in the Asia continent China and India.

The hospitality of industry in Nepalese market is well known worldwide as visitors to Nepal have revealed. This industry has many important features that are grate value for the Nepalese economy. Nepal history reveals is a long history very vast and very rich. Nepal is renowned for its many tourist attractions including leisure tourism, cultural & historical tourism, natural tourism, adventure tourism, religious tourism and spiritual tourism. Nepal's history spans millennia, rooted in ancient Hindu and Buddhist civilizations. The Malla period (12^{th}-$18^{th\ centuries}$) marked prosperous city-states and the shah dynasty's unification in the 18^{th} century laid Nepal's foundation. The Sugauli treaty with the British in the 19^{th} century defined borders. The mid-20^{th} century witnessed the overthrow of the rana regime, democratic experiments, and a Maoist insurgency (1996-2006). Nepal becomes a federal democratic republic in 2008, abolishing the monarchy. Challenges persist, but the country strives for stability, economic development, and the preservation of its cultural and natural heritage, particularly for tourism. Nepal's historical heritage, deeply rooted in Hindu and Buddhist traditions, has earned global recognition with several sites listed on the UNESCO world heritage list. Lumbini, revered as the birthplace of Buddha, exemplifies Nepal's spiritual legacy. The malla period's architectural brilliance is showcased in Kathmandu valley's durbar squares, including Bhaktapur and Patan. The 18^{th} century unification under Prithivi Narayan Saha laid the groundwork for Nepal's unique cultural identity. Despite challenges during the Anglo's Nepalese war, Nepal's heritage endured, earning it a place on the UNESCO list. Key UNESCO-listed sites in Nepal include the

Kathmandu valley with its seven monument zones, Chitwan national park, and Sagarmatha national park, home to Mount Everest. These designations highlight Nepal's commitment to preserving its rich historical heritage, ensuring that these cultural treasures remain accessible and appreciated on a global scale.

Before the mid-20th century, Nepal largely relied on subsistence agriculture and trade with neighboring countries like India and China. The economy was primarily agrarian, with limited industrialization. The 1950s marked a period of increased engagement with the global economy. Economic reforms wire initiated, and forging aid, particularly forms India, supported infrastructure development. Agriculture remained central, and limited industrialization began. The 1970s and 1980s saw efforts to diversify the economy beyond agriculture. Hydropower development and tourism gained attention. However, political instability, including a period of authoritarian rule in the 1960s and a decade-long Maoist insurgency starting in the mid-1990s, hindered economic progress. The early 2000s brought significant political changes, culminating in the end of the monarchy and the establishment of a federal democratic republic in 2008. Economic liberalization measures were introduced, attracting forging investment and fostering a more open economy. The end of the Maoist insurgency in 2006 led to a peace process and a focus on reconstruction and development. The government prioritized infrastructure projects, including roads and hydropower. Nepal's economy has been characterized by a mic of positive indicators and challenges. The country has seen steady GDP growth, driven by factors such as remittances, agriculture and a burgeoning tourism industry, remittances form Nepalese working abroad have been a crucial economic lifeline, contributing significantly to the country's income. The agriculture sector remains a vital component of the economy, employing a large portion of the population. Efforts to modernize agriculture practices and enhance productivity have been ongoing. The tourism sector, fueled by Nepal's stunning landscapes and cultural heritage, has been a notable contributor to foreign exchange earnings. Challenges include infrastructure laminations, political uncertainties, and the country's vulnerability to natural disasters. The government has aimed at addressing these challenges through economic reforms, attracting foreign investment, and promoting a business-friendly environment. For the most recent and accurate information on Nepal current economic status, including GDP growth, inflation rate, and other economic indicators, it is recommended to refer to the latest report sources like work bank , international monetary fund (IMF), and Nepal's central Bureau of statistics. Tourism in Nepal significantly contributes to the country's economic growth, with substantial impact on GDP and employment (Gurung, 2018). The diverse attractions, encompassing cultural heritage and the

majestic Himalayas, draw millions of tourists annually, generating revenue across various sectors such as accommodation, transportation, and services (Subedi, 2017).The industry growth has led to positive outcomes, including infrastructure development and job creation, while fostering community development in tourist-frequented regions. Government initiatives to promote sustainable tourism and preserve cultural heritage further underscore the importance of tourism in Nepal's economic landscape.

As sustainability and econ tourism is a new topic for both the Nepalese society and the government it is not as easy to implement it as it sounds, mainly when it comes to educating the society to be sustainable and ecological aware. Accordingly, a long procedure is required in order to achieve the worldwide sustainable development goals. The importance that education plays to implement this topic has long established as education allows the society to reach a better understanding of sustainability and eco-tourism. Nepalese awareness has to be raised towards several factors even though critical to their daily life, to which little or no attraction is paid; this issue will be addressed in the report. This paper will speak the importance of education Nepalese communities on sustainability, the role and strategic that the Nepalese government and companies have put forward to realize this will also be discussed. Recommendations and actions required by the government and communities alike will be suggested (Walton, 2020).the paper looks at the hotel industry in Nepal and follows the tools and methods they have used to get sustainability and eco-tourism in general. Paper discusses during the difficult period of Nepal (1996-2006).Tourism in Nepal not only impacts the economy but also plays a crucial role in social sectors. The sector has contributed to community development, poverty alleviation, and cultural preservation. Tourism-generated income often supports local businesses, enhances educational opportunities, and improves healthcare infrastructure (Sharma et al., 2019). The positive influences of tourism on social sectors in evident in initiatives aimed at preserving cultural heritage and promoting sustainable practices. Government policies and community involvement underscores the commitment to balancing economic gains with social development in tourism (Gautam, 2020).

Another issue is that many companies have to take action, training their staffs to be eco-friendly rather than focused on the profits. The work and the effort of the Nepalese government are clearly being seen. However, the management of Nepalese society daily life is not really being taken seriously as awareness needs to be raised and unfortunately the struggle remains form within society and the communities. The education sectors need to address the importance of sustainability, by

doing so the awareness in the communities of the profits of managing daily ecotourism is growing industry worldwide and is widely known for its sustainable approach to the interaction between tourist and local endpoint. In current times sustainability rose as a matter of a general discussion put forward in the form of environmental laws put in place to reduce the environmental impact of pollution. Mainly focusing on methods to protect the future generations form pollution and harm created by certain business. For the time being sustainability is seemed to be a short-term resolution to decrease the effect that companies have and the harm that thesis companies have caused. Waste management is integral to sustainable tourism development in Nepal, addressing environmental convenes associated with increased tourist activity. Strategies include waste reduction, segregations, community engagement, and policy enforcement (Gurung and shakya, 2017). Initiatives promoting responsible waste disposal and recycling contribution to a cleaner environment (Pokheral and maharjan, 2020). Efforts should involve community participation and educational programs, fostering awareness among tourist and locals. Government policies play a crucial role , ensuring adherence to sustainable waste practices in popular tourist destinations(Gurung and Shakya,2017).

In this research this significance of the word sustainability is examined in relation to the local environment and to production that can be bought locally allowing the local to profit. It is important that the locals learn what sustainability is and get to do as much as possible to better benefits form the outcome. Accordingly, the question; why is sustainability important in Nepal especially in today's society? Is raised in the course of paper? There are many reasons why sustainability is important; people today are looking for a greener planet. A greener planet implements sustainability as a big role player. Tourists are also looking to be as sustainable as possible. Some of the tourists like the place that they are going to stay at to be sustainable, but that is just a small part of the tourist sector. Sustainability has recently been introduced into the Nepalese society, meaning that Nepalese were never thought what sustainability is in term of consumption and environmental matter and therefore it is something that they are currently focusing on. the understanding of sustainability in Nepal is relatively new is not as identified as in other countries, this being due to the high percentage of illiteracy with the population as previously discussed. This paper will provide a better understanding on how the people of Nepal are actually trying to be more sustainable and how the government and communities are helping. Within the educated Nepalese society there is a good understanding sustainability. These sectors of the population is gradually beginning to implement sustainable practices and are working towards building a better future for the Nepalese tourism industry whilst encouraging other sector of the population to be as sustainable as possible. there is

also a large number or non-portable, non-governmental organization that are working on sustainable development, clearing Nepalese streets and water thereby reducing pollution and directly reducing disease caused by the pollutants. The ecotourism training scheme requires a large financial development plan to be taken into consideration as well as political reforms to help in the implementation of the action development to be completed. Studies have shown that a strong case exist for emphasizing for developing activities in certain locations. Financial supports could be utilized for background studies aimed at discovering options for tourism and the various problems Asian countries as a result of urbanization, industrialization, and exploration of factory farms. At the local level, ecotourism has emerged as a root of conflict over management of real property, resources, and tourism benefits.in this context, ecotourism has injured the environment and local people and has led to conflicts over profits distribution. In a prefect word, more efforts would be made towards educating tourists on their environmental and social impact. By and large hardly any regulation laws stand in place as boundaries for ecotourism investors.

Chapter 2 Literature Review

The literature review characterizes presented ideas and representations that can be used to understand the challenging of a detailed subject. In this look, the resulting literature review illustrates the growing comity of ecotourism and its impacts, both positive and negative, on the environment and economies of various regions in the world such as China, India, as well as Siri-lanka: a large number of studies of this subject have been carried out in this field of research. This topic focuses more specifically the total drive to focus how to instrument eco-tourism in Nepal. Foremost, ecotourism addresses responsible tourism, aiming to preserve surroundings and support local well-being.it seeks to raise environmental consciousness, provide direct financial benefits for conservation, and ensure financial welfare for local communities. Additionally, it serves and a means to spotlight local culture and uphold human rights. The goal is to preserve geological heterogeneity and cultural diversity through ecosystem coverage, promoting sustainable biodiversity use and engaging local populations. Ecotourism fosters socioeconomic benefits for communities and indigenous peoples, encouraging participation in management. By safeguarding natural habitats and environments, it helps protect the wealth of poorer countries tied to resources like forests and minerals. The exploitation of these resources often led to altering or destroying wildlife habitats and landscapes. Ecotourism aims to maintain destination cohesion, focusing on preserving local surroundings, historical heritage, and cultivating environmental awareness. It currently stands as responsible travel that conserves the environment, supports local well-being, and emphasizes interpretation and education (Hussein, 2019).

In the context of exploiting resources, it intends to sustain destination cohesion, emphasizing preservation of surroundings, historical heritage, and urging people to contribute to earth's protection and conservation of natural resources. Ecotourism is presently defined as responsible travel to natural areas that conserves the environment, supports local well-being and incorporates interpretation and education (Abdelrahman & Pollock, 2019).

Eco-tourism destinations of Nepal

Tourism is the act and process of spending time far from home in chase of recreation, relaxation, and pleasure while making use of the commercial provision of services. As such tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in classical antiquity. It is dignified form geographic expedition in that tourists over a "beaten path" welfare form constituted schemes of supply and like beseems pleasure seekers, are by

and large separated form effort, venture and emotional state. Tourism yet extends with different activities, curiosity, and cognitive process. Ecotourism is the responsible travel to natural areas that conserve the environment. Responsible traveling is considered to be less harmful and to have less consequences for the local people and therefore mutually beneficial for both locals and travelers. Ecotourism has eight main principles to minimize certain aspect to save the environment, in doing so it pauses, and draws out some of the key themes to minimize physical, social behavior, and psychological impacts, to build environmental and cultural awareness and respect between the people and the guest, to provide positive experiences for both the tourist and host community and generate financial benefits for both local people and private industry. To deliver memorable interpretative experience to visitors that help raise sensitivity host countries' political, environmental, and social climates to design construct and operate low impact facilities, and to recognize the rights and spiritual beliefs of the indigenous people in community and work in partnership with them to create empowerment.

Ministry of tourism is focusing on allocating facilities to investor Eco touristic hotels, training the hospitality employees to be more environmentally friendly and for marketing ecotourism destinations in the country. This action taken by ministry of cultural bodies which focus on the Eco touristic hotels forcing them to implement new measure that are being put in place. These measures will help eco touristic hotels to adapt to the new rules and guidelines which will limit the levels of water and energy consumption as well as the amount of carbon. Ministry is taking action to make sustainable development goal by 2030. Nepal number of hotels data was reported at 1313000 units in 2020 this records an increase form pervious number of 1289000 units for 2019 (Accessed 5 Feb. 2024). Many hotels, restaurants and cafes have been following eco-friendly business where Nepal government facilitate to that kind of business sectors by reducing tax and others government's fees. All hotels, restaurant and cafes use renewal able energy where government provides low-cost hydropower energy which is the trunk line which normally does not have any kind of problems expect specifics conditions beside Nepal government has subsidized for solar energy for all commercial and noncommercial consumer which is help create more solid for ecofriendly development. The eco-friendly tourism is unique to Nepal: the rise of this new tourism will positively impact the economy, by creating new emplacements and decreasing the unemployment rate while partially increasing forging currencies. It can be seen that government is working on developing eco touristic area in different provinces such as Pokhara, Dharan, Mt Everest, Mustang and many more tourist areas. Ministry of tourism and cultural of Nepal have been educating new

generation by opening Hospitality colleges and training center where interested candidates can start their carrier in this sector with government scholarships. The government is working on making employees more interactive with tourist by eliminating language barrier. For the Nepalese government it is very important that the hospitality workers have the English proficiency to be able to communicate well. Nepalese traditions are more hospitable for guests it is helping to warm welcome to tourists many research shows that results. Besides, government have collaborated with private sectors to provide different number plate who only tourist can use where tourists get all kind of special facilities in that kind of transportations where highly trained employees held by the operators. Green plate number users' vehicles have been providing specific services to forging tourists only. Digital checks on the hotel were also conducted Nepal is developing different protectorates for foreign investment that will help the development of new ecofriendly tourist attractions such as cafes, hotels and many others activities.

Evaluating the current practices and challenges:

A global sustainability agenda was held in sept 2015at the UN for the achievement of the seventeen goals of sustainable development goal for 2030. The agenda explains the challenges that face certain countries such as Nepal; with emphasis on the matter of sustainability in Nepal, the findings will accordingly be looked at closely throughout this paper. The adaptation of the sustainable development strategy in 2015 has been well adopted as strategies to achieve goals, defying the many challenges of the past years especially from the social, economic and political point of view. The document also explains the financial implications of sustainable development and how they are related to the planning to achieve its goals. Nepalese government needs some adjustments, such as the financial planning; this is related to the investment that needs to be made to achieve these goals. These investments will need to be made by both the private and the public sectors as the expenses are very high and dividing them between the two sectors will achieve goals sooner. Sourcing of funds, to achieve the demanded sustainability goals depending on the nature of the sustainable development goals, have challenges which can be divided into three challenges, international, national and others challenges can be taken into consideration (Wortley, 2019). In the next paragraph the explanation of these challenges will be viewed. Developing countries have many fundamentals issue which cannot solve by them. They need effective methods and financial ads which they can move forward which develop country can provide like that type of assistant such as Europe, America, japan etc. eco-tourism many not generate the very benefits it is intended to provide to these regions and their people. And in some cases leaves economies in a state worse than before.

Many rich countries in recession such as European Union countries and the United States of America are Recession is caused as the growth rate and the employments opportunities in these countries decline, such recession is also apparent in china and some Asian countries. Such recession contributes to the decrease of financial input in to the country affecting the achievement of some of the sustainable development goals. Financial aids awarded to Nepal are directly affected by such sessions; a lot of organizations assist financially to help to attain to extremely expensive sustainable development goals. These are examples of some financial challenges related to Nepal resonating abroad.

Nepal faces challenges at the national level mainly due to the unwariness of importance of the goals and targets. These challenges include the availability of personnel, within ministries and agencies, capable of following the guidelines to reach the sustainable development goals effectively. Competent and trained employees must be available if the goals are to be achieved. Another challenging aspect is communication between the different entities that work on sustainable development, these entities need to have a specific agenda that they work on together to attain their sustainable goals effectively. The government and entities working on sustainability projects need to share information and share more data so that the goals can be accomplished quickly and effectively. Fin call nature, depending on what they are will force challenges on the sustainable development goals (reda, 2019)

Sustainable development comprises 17 goals varying from health to equality and this is way it is considered to be challenges that many countries, including Nepal face many obstacles to tackle the problems. Developing countries have limitation of funds and right skill to implement thus needs more training and financial ads to develop right way to get SDG goal. Sustainable development goals such as health matters, for example sanitation, and gender equality can be hard to achieve in short period of time the expenses to provide a good sanitation system is a matter of grate challenge that Nepal will face. To implement this goal country, need to develop infrastructure in huge way which required large number of scale investment. On the other hand, realizing gender equality will be other challenges that will be faced, as the mentality in some of the region will not accept this still in Nepal. Countering educating people and training will help to decline slowly that kind of discrimination which time and cost are highly required to remove that kind of problems by roots.

Nepal is an ecotourism destination in the world

Nepal is a selected country for tourist to travel ecofriendly base around the world (Aisyah, H.2023). Nepal has been reviewed not only as a country that attracts climb Mt. Everest but also as one of the best ecotourism destinations. Nepal is also place of Lord Buddha and Hindu holy place. Many pilgrims have been travelling for holy place each and every year. Number of tourists visited Nepal in the past years especially as Eco touristic travel destinations. Nepal has around 100 years of tourism history after that government focused to develop more eco-friendly tourist destination. Nepal has 21 conservation areas which is 23.39 % total land of Nepal where many flora and fauna have been protecting for long time. Some of hunting areas where tourists hunt various types of wild animals for this type of tourists need to have permission from the government for specific hunting wild animals. Conservation areas have specialized for different kind of animals where tourist can observe very basic way how animals are living. Eco tourism is a great opportunity for any country to grow its national products indirectly decreasing its unemployment rate, selling local products and displaying the local talents. Nepal should not only attract tourists targeting cultural heritage and religious but also these targeting the hiking, rafting, mountain climbing, hunting, observing amazing mountain also. International tourism is a one of the world's most significant for economic activities for developing country. In the western tradition, organized travel with supporting infrastructure, exploring and an emphasis on the essential destination can be found in ancient Greece and Rome, which can lay claim to the origins of both "heritage tourism". International ecotourism society that defined it is the responsible travel to places with natural areas that are protected benefiting local communities. In all case, because of the varieties of Eco touristic places and the cultural heritage it has Nepal belong under this explanation. Any kinds of tourists have grate opportunities to visit Nepal with open mind; there is not any kind of problems for international tourists to visit old heritage and natural sites.

Green hotel rating system of Nepal

Ministry of tourism Nepal has implemented broad way to hotel rating systems. Hotels should focus keep to Nepal's cultural in infrastructures with modern technology. Government has been subsidizing that hotel which is following ecofriendly and Nepal cultural base foods and infrastructure to promote sustainable goals. This star rating systems is different from the normal hotel star rating. It is an additional star rating system that was put in place following the plan of the ministry of tourism to activate sustainable development goals. According to ETIC Nepal has 63 hotels which are following green rating strategic, among 8 hotels are strongly following zero carbon

emission and providing ecofriendly base foods and beverages(Accessed: February 6, 2024). Nepal in general can be part of the global sustainability program that is presented worldwide. It is a great opportunity for the government to raise that awareness for the sustainability programs in Nepal and for the business to learn a better practice for sustainable development. Being part of the this green star rating system provides many benefits for the business; it reduces some of the cost of running the hotels as a return on investment that the business has made for example the water consumption and electricity consumption can impact the amount of discount that they can benefits form in payable taxes.

The main focused are on the following goals; SDG8: decent work and economic growth, SDG 11: sustainable cities and communities, SDG 12: responsible consumption and production, SDG 13: take urgent action to combat climate change and its impacts and SDG14: LIFE BELOW WATER. These are the points that the green rating star system is supporting. As starting points these are the mains issues that the hotels or resorts have in general. This tar rating system is expected to attract all hotels and resorts in Nepal, as the incentive behind the investment is great. The main idea behind the program is to increase the awareness in the hotel industry to costs that can be reduced. It gives them a market advantage and they receive training as part of joining the program form specialist in the related field.

Renewal energy in hotel industry

Nepal's hydropower development has a rich history marked by various initiatives and challenges. One significant milestone was the construction of the middle Marsyangdi hydropower project in 1982, which was Nepal's first privately financed hydropower project. This project paved the way for further private sector involvement in the country's hydropower sector. Another key development was the establishment of the Nepal electricity authority (NEA) in 1985, which played a crucial role in the planning and implementation of hydropower projects across the country. The NEA spearheaded projects like the Kulekhani I hydropower plant, commissioned in 1982, and Kulekhani II hydropower plant, commissioned in 1986, which significantly contributed to Nepal's electricity generation capacity. Nepal's hydropower development faced challenges such as political instability, funding constraints, and technical difficulties. The country's mountainous terrain and monsoon-dependent rives also posed logistical challenges for the construction and operation of hydropower projects. Hydropower development to harness, its vast untapped hydropower potential. Projects like the Upper Tamakoshi Hydropower project, with a capacity of 456 MW, represent Nepal's ambition

to become a major exporter of hydropower in region. The government offers subsidized electricity tariffs to certain sectors, including the hotel industry, to promote economic growth and development. According to Nepal electricity authority (NEA), commercial users, including hotels, benefit from subsidized tariffs, which are significantly lower than industrial rates (NEA, 2021). This subsidy helps reduce operating cost for hotels and enhances their competitiveness in the market. Government prioritizes providing access to electricity to strategic sectors such as tourism and hospitality. Data from the ministry of energy, Water sources, and irrigation (MOEWRI) indicate that the hotel industry receives priority access to electricity connections, ensuring reliable and uninterrupted power supply (MOEWRI, 2020). This prioritization supports the growth and development of hotels, particularly in remote and rural areas. The government offers incentives and supports for hotels to adopt renewable energy technologies, including hydropower. The alternative energy promotion center (AEPC) implements various programs to promote renewable energy adoption in the hospitality sector. For example, the AEPC provides subsidies and grants for the installation of micro-hydropower systems in hotels, enabling them to generate their own clean energy (AEPC,2017).the government has established polices and regulatory frameworks to facilitate hydropower energy provision to the hotel industry. These policies aim to streamline processes for electricity connection, licensing, and compliance, reducing administrative barriers for hotels.

On the other hand, the government offers subsidies and incentives to hotels for the installation of solar power systems, reducing the upfront costs of implementation. According to data from the alternative energy promotion center (AEPC), hotels can receive subsidies ranging from 30% to 70% of the total cost of installing solar power systems, depending on the size and type of system (AEPC, 2017). Hotels are offered favorable rates for the electricity they generate and feed into the grid. For example, the Nepal electricity authority (NEA) provides FIT rates of NPR 7.30 per kilowatt-hour (kWh) for grid- connected solar projects with a capacity of up to 10 kilowatts (NEA, 2021). Hotels investing in solar power systems may benefit from tax incentives and rebates provided by the government. According to the department of Inland Revenue, hotels can claim a 10% tax credit on the cost of purchasing and installing solar power systems, reducing their tax liabilities (IDR, 2021).Nepal's hydropower sectors experienced substantial growth, with installed capacity more than doubling for around 700 MW to over 1400 MW (NEA, various years). Successful commissioning of major projects like Upper Tamakoshi and Upper Trishuli I contributed significantly hydropower development board, various years. Increased private sector involvement, encouraged by government incentives, further accelerated development (ADB, 2019). Exploration of cross-border electricity

trade with India also bolstered prospects (MoEWRI, various years) this period signifies a significant leap forward for Nepal's hydropower sector, promising enhanced energy security, economic growth, and regulation cooperation. The growth in the tourism sectors pushed Nepal's unemployment rate lower, mainly due to the fact that jobs in this sector cover high of the country employment. Hospitality industries are using high energy it is helping to create more jobs and people are producing local product which are using highly by tourists, it is a source of income for local.

New international airport operation in Nepal

Nepal's hospitality industry plays a crucial role in its economy, driven largely by tourism. The development of new international and domestic airports in the country, such as Gautam Buddha international airport (GBIA) in Lumbini, holds significant potential to enhance the hospitality sector. The construction of GBIA in Lumbini represents a major milestone in Nepal's efforts to expand its airport infrastructure. This new airport is expected to cater to both international and domestic flights, providing improved connectivity to one of the country's most important cultural and religious sites. Additionally, other domestic airports, such as Pokhara airport and Bharatpur airport, have also undergone upgrades to accommodate growing passenger numbers. One of the primary ways in which new airports benefit the hospitality industry is by attracting more tourists to the country. According to data form the Nepal tourism board, the country welcomed over 1.17 million international tourists in 2019, with the majority arriving by air. The expansion of airport infrastructure is expected to further drive tourist arrivals as easier accessibility encourages more people to visit Nepal. With an increase in tourist arrivals, there is a corresponding rise in demand for accommodation services. Hotels, lodges, guesthouses, and homestays in and around areas served by the new airports are likely to experience higher occupancy rates. This surge in demand presents opportunities for the hospitality industry to expand and diversify its offerings to cater to different traveler preferences and budgets. The accessibility provided by new airports also enables tourist to explore lesser-known destinations beyond Kathmandu. For instance, GBIA's proximity to Lumbini opens opportunities for religious tourism and pilgrims travel. This diversification of tourism offerings allows the hospitality industry to tap into niche markets and distribute economic benefits more evenly across the country. In addition to enhancing airport infrastructure, the development of new airports often leads to improvements in surrounding infrastructure and services. This includes better road networks, transportation options, and amenities for travelers. These enhancements not only benefit tourists but also contribute to the overall attractiveness and competitiveness of Nepal as a tourism destination. The development of new international and domestic airports in Nepal, such as

Gautam Buddha International Airport in Lumbini, holds immense potential to bolster the hospitality industry. By improving connectivity, attracting more tourists, and spurring economic growth various regions, these airports play a vital role in shaping the future of tourism Nepal.

Chapter 3 Key concepts

In order to deal with the core of my subject I will look into main concepts that apprehend and compass toe significance and conceptualization of ecotourism. To this end I will insert the core problem around main notions as well as thought asking questions about this problem. This outlook provides a way of viewing and understanding the importance of prioritizing ecotourism on the global scale.

Sustainability

To begin with, the intellectual content of sustainability began with the current environmental movement, which criticized the unsustainable feature of modern societies where practices of resource employments, development, and consumption threatened the unity of ecosystems as well as the welfare of upcoming generations. Sustainability is discussed as an alternative to short term, careless, and uneconomical attitudes. It may function as a sectional against which existing institutions are to be controlled and as a goal toward which society should move in addition sustainability infers a question of fundamental way of social arrangement to find out the degree to which they promote devastating activity in addition to developing an attempt to alter the status quo in order to encourage the evolution of more sustainable activities. Sustainability is introduced as the core property of community, set of social institutions, or social pattern. Usually the term sustainability is captured as a short of inter-generational ethical motive in which the environmental and economic human action taken by present persons do not diminish the opportunities of future persons to enjoy similar levels of wealth, utility, or welfare (meadowcroft,2020)

Sustainability hypothesis:

Sustainability is operationalized through various strategies and initiatives at local, national, and global levels. These include sustainable agriculture, renewable energy development, waste reduction and recycling, conservation of natural resources, and the promotion of social equity and environmental justice. Sustainable development goals (SDGs), adopted by the united nation in 2015, provided a framework for addressing interconnected challenges such as poverty, inequality, climate

change, and biodiversity loss (united nation,2015). A large number of studies and reports on this subject have been carried out in many outlooks. Thus, economic experts have outlined the construct in terms of non-declining per capital income rate over time, or long-term economic development, with minimum environmental effect and discussed the way to keep the assets grants required to carry on those financial gain flows. Disagreements about the sustainability of natural capital has separated advocates of weak and strong sustainability, the former considers that the two types of capital are mostly replaceable, whereas the latter put emphasis on the fact that natural capital is more and more insufficient component of production. Besides, ecosystem services, like the supply of cleanable water or crop pollination, are frequently misjudged facts of natural capital that should be incorporated into economic debates on the issue of sustainability. Ecologists and system theorists have tended to approach sustainability in terms of physical inter dependencies, energy flows, and population dynamics. They have emphasized the design feature that suit social systems for long term survival, including healthiness, resiliency, joblessness, and adoptability (Meadowcroft, 2020). For their part , political analysts have focused on the ideological and normative implication of sustainability, on the character of green political projects, and on the public policy implicates, environmentalism, political and ethical occurrence that look for ameliorating and defending the attribute of the earthy environment via alteration to environmentally degrading activities; by means of the adoption of sort of policy making, profitable, and social organization that are viewed to be required, contributing to the treatment of the environment by human beings; and through a reconsideration of man's relationship with nature. Additionally, environmentalism argues the fact that living beings other those humans, and our natural surroundings as a whole, are equally deserving of attention in honors to ethics and social policies.

The hypothesis of sustainability offers a vision for a more equitable, resilient, and thriving future for humanity and the planet. By integrating environmental, social, and economic considerations, sustainability seeks to reconcile human needs and aspiration with the finite resources of our planet. However, realizing this vision requires concerted efforts from governments, businesses, civil society, and individuals to transform our economies and societies toward more sustainable pathways.

Forms of sustainability:

Sustainability manifests in various forms, each addressing specific dimensions of human environment interactions and societal well-being. Environmental sustainability, perhaps the most recognized form, focuses on preserving ecological system, biodiversity, and natural resources for

present and future generation. This form sustainability emphasizes practices such as conservation, habitat restoration, pollution reduction and sustainable resource management. Environmental sustainability aims to maintain the integrity of ecosystems, mitigate climate change impacts, and safeguard essential resources such as clean air, water, and soil. Social sustainability pertains to the well-being, equity, and resilience of human communities. It encompasses factors such as social justice, access to basic needs and services, cultural diversity, and community empowerment (Bianchi et al, 2021). Socially sustainable practices promote inclusive development equitable distribution of resources, and the protection of human rights, fostering vibrant and cohesive societies. Economic sustainability focuses on fostering prosperous and resilient economies that operate within ecological limits and promote shared prosperity (Hawken et al., 2013). This form of sustainability emphasizes strategies such as sustainability business practices, green innovation, circular economy principles, and equitable economic development. Economic sustainability seeks to decouple economic growth form resource consumption and environmental degradation, ensuring long term prosperity without compromising the well-being of future generations. Cultural sustainability relates to the preservation and promotion of diverse cultural heritage, knowledge systems, and traditions (Ryader, 2015). It emphasizes the importance of cultural identity, cultural diversity, and intergenerational transmission of knowledge and practices. Cultural sustainability encompasses efforts to safeguard indigenous cultures, protect cultural landscapes, and promote cultural expressions, fostering resilience and vitality in the face of globalization and homogenization pressures. Lastly, technological sustainability focus harnessing innovation and technology to address environmental challenges, enhance resource efficiency, and promote sustainable development (Geels et al. 2015). This form of sustainability encompasses clean technologies, renewable energy systems, eco efficient design, and digital solutions for environmental monitoring and management. Technological sustainability plays a crucial role in driving transitions toward more sustainable production and consumption patterns, facilitating the achievement of environmental and social goals.

Create a sustainable outlook:

Whereas numerous activities are noted as dangers to sustainability, like political corruption, social inequality, the arms race, and profligate government expenditures, environmental issues remain at the heart of the discussion. Evidently, what is conducive to environmental sustainability remains a matter intense debate. Approaches range from a moderate greening of current social institutions to a radical transformation of the global political and economic order. A gradual adjustment toward sustainability relies on governmental initiatives to orient production and intake into fewer

environmentally devastating channels. That infers are engineering of industrial and cultivation procedure, an alteration of land use practices, and displacement in household consumption. Governments can take advantage of a collection of policy instruments to affect such changes, including regulation, fiscal instruments, exchanged agreements, and informational tools. Yet many problems resist solutions because the opposing practices are often linked to deeply entrenched practices and constraints and supported by established definitions of values and interests. What is more it prevailing in the amount of radical yield on the content of sustainability. Thus, according to some environmentalists, an appropriate trainability is accomplished only in small scale communities, where individuals many live in adjacent interaction with natural processes and periodicity. Reported to that perspective, the harmful practices of industrial civilization must expose a conflicting manner of living. While different radical environmentalists may admit high tech postindustrial civilization, for them also there must be an evident interruption with prevailing economic exercises and power affects.

Creating sustainable outlooks involves a multifaceted approach that balances environmental stewardship, social equity, and economic prosperity, by prioritizing resource efficiency, waste reduction, and renewable energy adoption, organizations can minimize their ecological footprint. Social responsibility entails far labor practices, community engagement, and diversity promotion. Economic viability is ensured through long term financial planning, innovation, and ethical business practices. Collaboration with stakeholders fosters collective action and knowledge sharing. Education and awareness initiatives empower individuals to make informed choices. Continuous improvement through monitoring, evaluation, and goal setting enables adaption to changing circumstances. By integrating these principles, sustainable outlooks pave the way for a resilient and prosperous future.

Eco-tourism

Eco-tourism, also known as ecological tourism or sustainable tourism, embodies a conscientious and transformative philosophy of travel that prioritizes the conservation of natural environments, the empowerment of local communities, the empowerment of local communities, and the promotion of cultural understanding. The international ecotourism society (TIES) defines ecotourism as “responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education” (TIES, 1990). This succinct yet comprehensive definition encapsulates the core principles of ecotourism, which seeks to minimize the adverse

impact of tourism on fragile ecosystems and indigenous cultures while fostering mutually beneficial outcomes for both visitors and host.

Central to the concept of ecotourism is a commitment to environmental conservation. Ecotourism destinations prioritize the protection and preservation of natural habitats, biodiversity, and ecosystems. This involves implementing sustainable land management practices, reducing pollution and waste, and supporting conservation initiatives aimed at restoring and maintaining the integrity of natural environments. In addition to environmental conservation, ecotourism places a strong emphasis on community engagement and empowerment. Sustainable tourism initiatives aim to benefit local communities by providing economic opportunities, preserving cultural heritage, and enhancing social cohesion. This may include initiatives such as hiring local guides and staff, sourcing goods and services form nearby businesses, and investing in community infrastructure and education. By involving residents in decision making processes and revenue sharing mechanisms, ecotourism endeavors to ensure that host communities are active participants in, and beneficiaries of tourism development. Besides, education and interpretation are also integral components of ecotourism. Sustainable tourism experiences offer opportunities for visitors to learn about the environment, wildlife, and local cultures. Interpretive programs, guided tours, and informational materials facilitate experiential learning and foster appreciation for the natural world, while also promoting respect for indigenous knowledge and traditions.

In addition, Accountable ecotourism programs respect those that lessen critical features accepted by tourists on the environment and those that heighten the cultural integrity of local people. Consequently, additionally to assessing environmental and cultural elements, an inherent part of ecotourism is the promotion of recycling, energy and water conservation, the conservation of natural resources and the certain of economic and financial prospects for local communities. For that reason, ecotourism often requests continuous effort towards environment and social duties and responsibilities. Numerous reckon the world “ecotourism”, to be like “sustainable tourism”, a figure of speech. Similarly, most sorts of tourism, ecotourism specifically depends on air installation, which contributes to world climate change. Despite the facts, scholar differ upon who can be categorized as an eco-tourism, and due to the lack of sufficient tactical data, some consider that more than five million to be Eco tourists. The majority of the ecotourism population are located in the United States, and numerous else form Western Europe, Canada and Australia. On the other hand, in the present day, there are various ways one can determine and establish national and international

ecotourism accreditation programs, although the process is still considered to be controversial. National ecotourism certification programs have been in in place in countries such as cost Rica, Australia, Kenya, Estonia, Sweden and Singapore.

Regulation and accreditation:

The regulation and management of ecotourism may be enforced. The non-accomplishment to acknowledge accountable, low impact ecotourism poses rightful ecotourism companies as a competitive asset. Therefore, numerous conservationists have contended for a planetary regulation of accreditation, distinguishing ecotourism companies based on their level of environmental commitment, making a standard to flow. A national or international regulatory board would implement accreditation procures, with cognitive content from assorted groups including governments, hotels, tour operators, travel agents, guides, airlines, local authorities, conservation organizations, and non-governmental organizations. The options of the committee would be sanctioned by authorities, in order that non-compliant companies would be lawfully requisite to disjoint themselves from the utilization of the ecotourism brand name. Furthermore, environmental effect appraisals could likewise be utilized as a configuration of certification. In this regard practicability is measured form a scientific ground, and proposals and advice could be established to optimize program structure, set tourist capacity, and carry out the ecology structure necessary. This sort of accreditation is more aware of site circumstantial position.

At this stage it is appropriate to underline that some nations own their own certification programs for the pitch of ecotourism. For instance, Singapore runs the Certification of sustainable tourism programs. This aims to stabilizing the consequences that business are concerned about in their local atmospheres. Therefore, the certification of sustainable tourism puts emphasis on a company's interaction with natural and cultural resources, the improvement of quality of life within local communities and the economic contribution to other programs of national development.

Natural resource management in ecotourism

By and large, natural resource management may be used as a specialist instrument for the process of ecotourism. On this three are various topographic points throughout the world where amounts of natural resources are plentiful, however with human intrusion and home ground, these kinds of resources are being wiped out. That is the reason why, where not accompanied by the sustainable use of retain resources, the floral as well as fauna varieties are spoiled, and are becoming extinct. It is for

the preservation of these resources that ecotourism programs need to be initiated. Different management programs have to be initiated to keep these resources unaffected. Many nonprofit organizations as well as scientists have been acting on this matter. Natural resources of natural elevation areas like Kurseong in west Bangal are plentiful in amount with different flora and fauna; however, tourism for business purposes damages the condition. Researchers from Jadavpur University are currently running in this field for the improvement of ecotourism to be utilized as an instrument for natural resource management. In Southeast Asia government in collaboration with nongovernmental organization are acting conjointly with academics and industry operators to spread the economic profits of tourism into the Kampungs and villages of the region. More recently a new formed alliance, the south East Asia tourism organization (SEATO), is delivering jointly these diverse participants to cover resource management issues.

Furthermore, there has been a lot of contention to the limit at which biodiversity preservation, local social-economic benefits, and environmental impact may be well. Throughout "Ecotourism". Consequently, environmentalists and authorities determine ecotourism contrasting. Environmental organizations have by and large taken a firm stand that ecotourism refers to nature based, sustainability managed, preservation, forcing load bearing companies to lawfully requisite to disjoint themselves from the utilization of the ecotourism brand name. Yet the tourism sector and governments put more emphasis on the product characteristic, dealing with ecotourism as equal to any other form of tourism. As a further hindrance, numerous words are utilized under the ecotourism umbrella. Nature tourism, low outcome tourism, bio-tourism environment accountable tourism, and some others have been used in literary study and marketing, in spite the fact that they do not need to be fully similar with ecotourism.

Negative impact:

regarding negative impact the sector of ecotourism has become one of the fastest growing sectors of the tourism industry, increasing yearly around 10-15 percentage at the international level. One account of ecotourism deals with the pattern of low impact, learning, ecologically and culturally sensitive travels that profit local gathering and host state. On the other side numbers of the ecotourism plans are not reaching thesis guidelines. Even if some of the standards are being executed, the local communities are still facing many of the negative impacts. South Africa is presented as a nation that is gleaning important economic welfare form ecotourism. However, the counter impact far surpasses the constructive impact, considering forcing people to leave their

homes, significant transgression of preponderant human right, in addition to environmental risk. As a result large sums of wealth as well as human resources go on being employed for ecotourism in spite of discomfited results. Therefore, ecotourism transmission resources outside certain task that could bestow much property and practical matters to press social and environmental companies would be required to disassociate themselves form the employment of the ecotourism brand name.

The development of ecotourism infrastructure in Asian countries, such as eco lodges and hiking trails, can further exacerbate environmental degradation. In countries like Malaysia and Cambodia and others east Asian countries rapid infrastructure development to accommodate ecotourism has led to 15-25 percentage increase in deforestation rates in ecotourism hotspots. Ecotourism holds promise for conservation and sustainable development in Asia, it is essential for governments, local communities, and tour operators to engage in careful planning and management to mitigate its negative impact and ensure the long-term preservation of natural resources and cultural heritage. Furthermore, conservation in the northwest Younan region of China has similarly brought drastic changes to traditional land use in the region. What is more prior to logging restrictions imposed by the Chinese government the industry made up 80 percentage of the region's revenue. Following a complete ban on commercial categorization the indigenous people of the Younan region now see little opportunity for economic development.

Direct environmental impact:

ecotourism does not always do enough to protect the environment like it should. People forget that it is mainly about attracting tourists and not just about conservation. While it can help places like Younan and the Masai by bringing in money, we need to make sure more of that money goes directly to the local communities. Even though ecotourism is meant for small groups, even a small increase in visitors can harm the environment and require more buildings like water treatment plants and lodges, which use up energy and local resources, converting natural areas into tourist sites, can harm wildlife, like butterflies in Mexico and squirrel monkeys in Costa Rica. This issue also affects east Asian countries, where tourism development leads to deforestation and habitat loss. Sometimes, communities struggle to meet the infrastructure needs of ecotourism, leading to problems like sewage being dumped into rivers, which harms both wildlife and people who rely on the water. To truly benefit host communities and alleviate poverty in developing regions, we must improve the structure of ecotourism to reduce financial leakages and ensure more monkey stay within the local economy.

It is crucial to understand that environmental conservation can also boost economic growth. However we need to be mindful of the environmental impact of ecotourism, such as the use of non-renewable energy sources and the depletion of local resources. By improving ecotourism practices and focusing on sustainable development, we can better protect both the environment and the livelihoods of local communities across East Asian countries.

Environmental hazard:

it encompasses various threats to ecosystems and human health, arising from natural phenomena or human activities. In the realm of ecotourism, these hazards can undermine the very environments that attract visitors. Pollution, habitat degradation, and ecosystem disruption, often stemming from unsustainable tourist practices and inadequate infrastructure, pose significant challenges. In this Asian continental context, rapid urbanization, industrialization and population growth exacerbate these issues, leading to increased pollution, habitat loss, and biodiversity decline. These environmental pressures not only diminish the appeal of ecotourism destinations but also jeopardize their long term viability. To address these challenges, comprehensive solutions are imperative. This includes implementing stringent regulations and sustainable tourism practices, investing in conservation efforts to preserve natural habitats, and fostering community engagement and education. By embracing sustainable approaches, ecotourism can mitigate environmental hazards, support biodiversity conversation, and promote the long-term well-being of both ecosystems and local communities across the Asian continent

Local People:

Eco tourism, a sustainable form of tourism emphasizing conservation and community engagement, has gained momentum across the Asian continent. However, the extent of local participation in ecotourism initiatives varies, presenting challenges and opportunities for sustainable development. Many ecotourism projects struggle to effectively involve local communities, despite successful models like Nepal's Annapurna region and Thailand's hill tribe villages. Issues such as ownership, decision making power, and equitable benefit distribution persist in numerous areas. Data underscore these challenges. 20% of ecotourism ventures in Asia actively involve local communities in decision making. Additionally, A WWF (2018) study fund that less than ten percentages of eco-tourism revenues in Indonesia benefit local communities. Furthermore, a survey by tourism cares revealed that while 70 % of tourists express interest in engaging with local communities in Cambodia, only 30% do so due to limited opportunities and information. Enhancing local participation in eco-

tourism necessitates multifaceted strategies. First and foremost, governments and NGOs must prioritize capacity building programs to empower local communities with the request skills and knowledge for active engagement. Community owned enterprises or cooperatives can ensure locals have a vested interest in ecotourism businesses and directly benefit from profits. Additionally, integrating cultural preservation initiatives into ecotourism projects can foster community engagement. By showcasing indigenous traditions and providing training for local guides and artisans to share their heritage with visitors, pride and ownership can be cultivated among communities; moreover, sustainable development plans that prioritize environmental conservation, responsible resource management, and mitigation of negative impacts are imperative. Collaborative efforts between local communities, government, NGOs, and private sector stakeholders are essential to promote ecofriendly practices and ensure the long-term viability of ecotourism ventures. Integrating local communities into ecotourism initiatives is paramount for equitable benefit distribution, sustainable development, and conservation efforts across the Asian continent. By addressing challenges and implementing the recommended strategies, stakeholders can forge a more inclusive and responsible eco-tourism sector that enriches both visitors and host communities.

Hospitality Management

According to the Cambridge dictionary, the world hospitality originates form the term hospitalitem, a Latin word meaning “friendliness for customers”. It is a form of expression that the word has its root. More precisely hospitality represents the relation between a host and a guest and the act or practice of being hospitable and welcoming towards the guest. It also includes the reception and entertainment of guest, visitors as well as strangers. In the encyclopedia Britannica, James L. Waston interprets cultural globalization as “a phenomenon by which the experiences of everyday life, as influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world. Propelled by the effect or appeal of wireless communications, electronic commerce, popular culture, and international travel, globalization also helps with grasping the core of my topic: the hospitality management is a field that focus on all aspects of hospitality operations including hotels, restaurants, cruise ships, amusement parks, country clubs, and conservation centers while tourism management focuses on tourism development, management of the travel industry, tourism marketing, and tourism services. Furthermore, the investors in this area are not local and have not put any profits back into the local economy. In some cases, game reserves can be created without informing or consulting the local people. They find out when dispossession promulgation is displayed. Some other points of resentment remain the influence of the local people

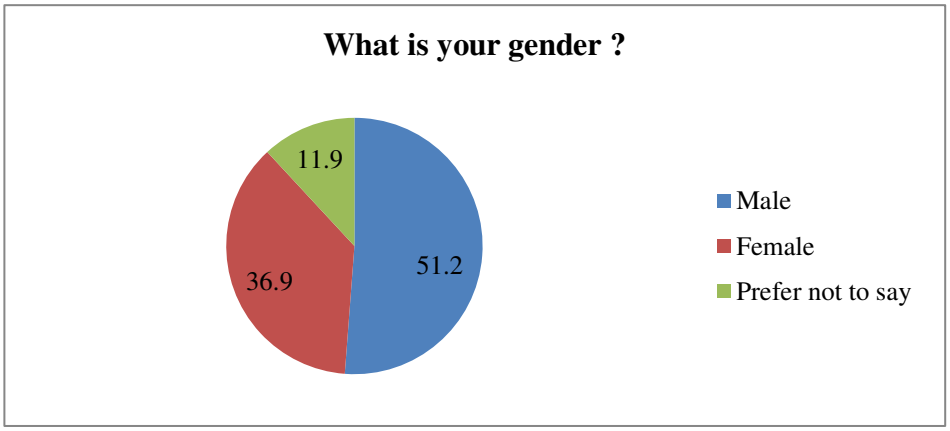
by their authorities. Hence, the purpose of ecotourism aims to create representations of local people and their uses and interpretation of their environment. Globalization theory looks at the occurrence of a global cultural system. It predicates that global culture is carried out by a variety of social and cultural developments. Thus globalization impacts on the nature of the tourism supply chain, consequently changing the amount, category, value, and attraction of leisure accessible for consumption. The idea is that the world is working as a single economy and cultural hub as a consequence of reinforced practical implementations and communications and an influencing factor for the very large tourism industries.

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities the roots of which can be found in industry. Regarding the issue of mismanagement, governments are characteristically dedicated with the governance and social control of environmental artifacts, they often need the engagement or ability to talk over ecotourism land sites. The supervision for the natural world may be expensive to set up, difficult to imminent and unsure of its effectiveness. On the other hand, government regulatory agencies are supposed to devise recommendations and recalculation, the latter aim at expanding on policy making advantage. Due to the standing and visibility, the business enterprise of an enthralling visitor's center at an ecotourism land site may be prioritized over more imperative environmental concerns such as gaining habitat, preventing endemic and spread of disease, and removing in cursive ones. Eventually, influential people can force, and roll the approval of the government to their advantage. The authorities and the official can preserve the benefits of the ecotourism commercial enterprise, which they are expected to regulate, limiting environmental prescription and implementation to get over mildness.

Chapter 4 Findings

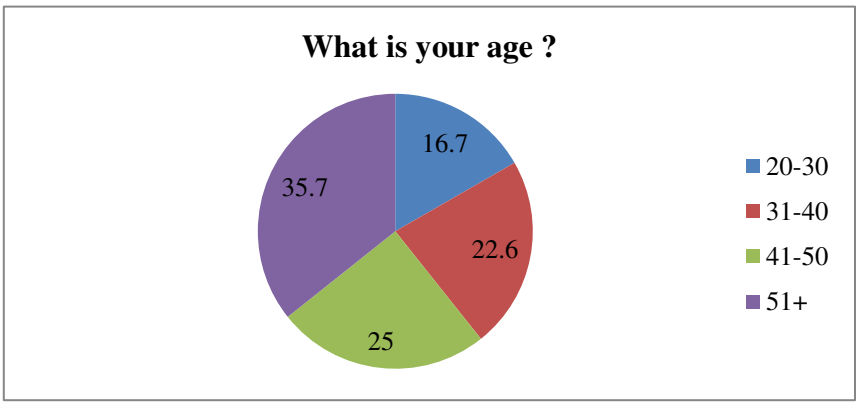
Data presentation and analysis in order to get a clear vision on the Nepalese market and to elaborate more on the sustainability and ecotourism topic, the data presented gives a clear understanding of the research carried out in the course of this paper. Data collected via the internet, books and through a survey that was conducted online, will also be look at. First of all primary survey carried out form google forums where had asked 20 questions arounds 500 emails addresses and 105 responses the survey questions.

Graph 1- What is your gender ?



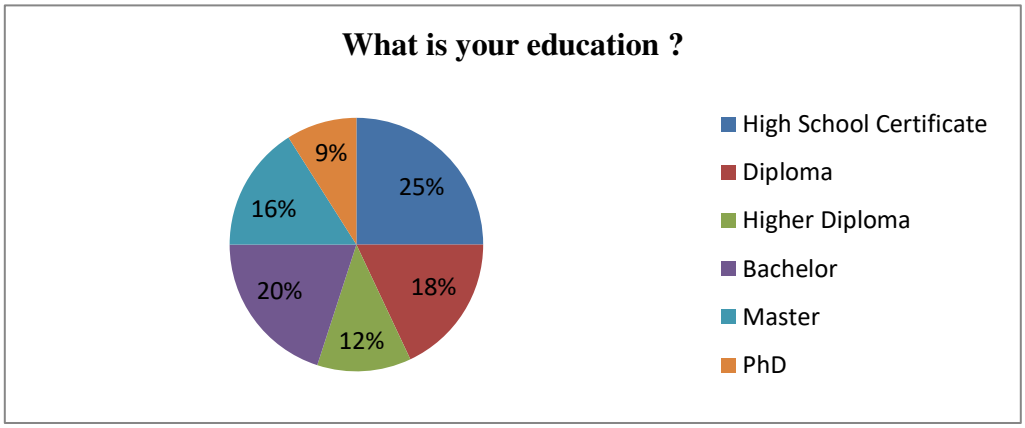
In this primary survey question carried out 51.2% male and 36.9% female and 11.9% prefer not to say any gender 84 responses out of 105 in this question. Male respond this questions higher then female and secret group who do not want to reveal their gender identity.

Graph 2 - What is your age ?



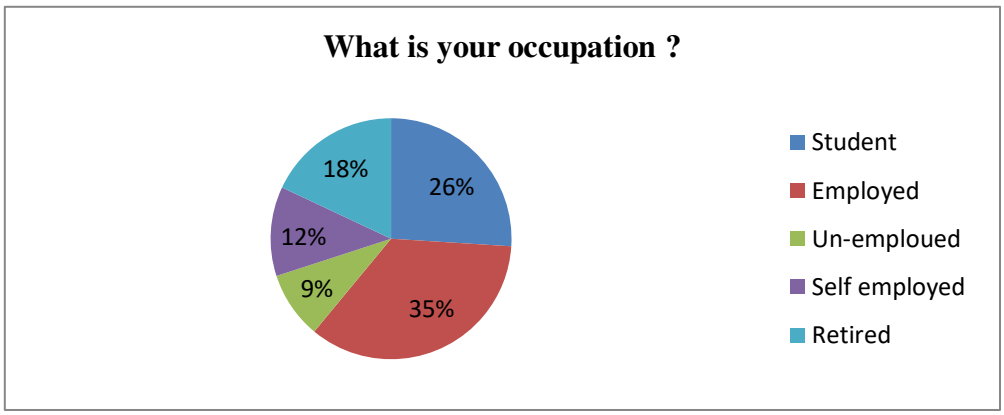
For this primary research question had about age where had sent 500 emails where 105 people responsed,20- 30 years age responses 16.7% of this survey,31-40 years age responses 22.6% where 25% responses were 41-50 age between and 51+ age participants maximum responses where 35.7%, total responses was 84 out of 105. Survey forecast many people know Nepal is a tourism destination in Asia which is positive sign for tourism meanwhile, who traveled Nepal they did not use domestic airlines it might be effect of safety issue where need to think to improve safety standard airline sectors which help to boost economy level of many private airlines. In addition, most of the visitors show 50+ over age where working age people are not visiting in Nepal, they might spend less then young age people. It needs to explore more reason why young people are travelling less in Nepal then young age.

Graph 3 - What is your education ?



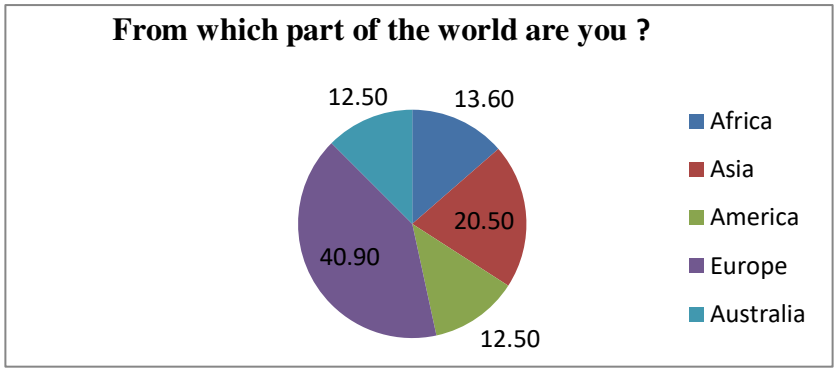
In this primary research question,9% participants were PhD holder, 12% higher diploma,16% master degree,18% diploma 20% bachelor and 25% high school certificate holder. Higher school certificate holder highest in voting and lower is PhD holder.

Graph 4 - What is your occupation ?



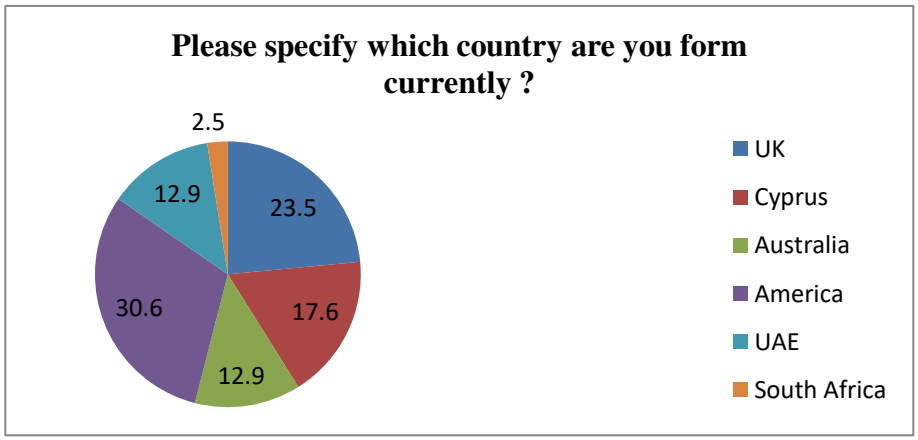
35% participants responded they were engaged in work during this survey where 26% candidates were student, 12% represent self-employed, 18% retired from their job and 9% were un employed in this survey.

Graph 5 - From which part of the world are you ?



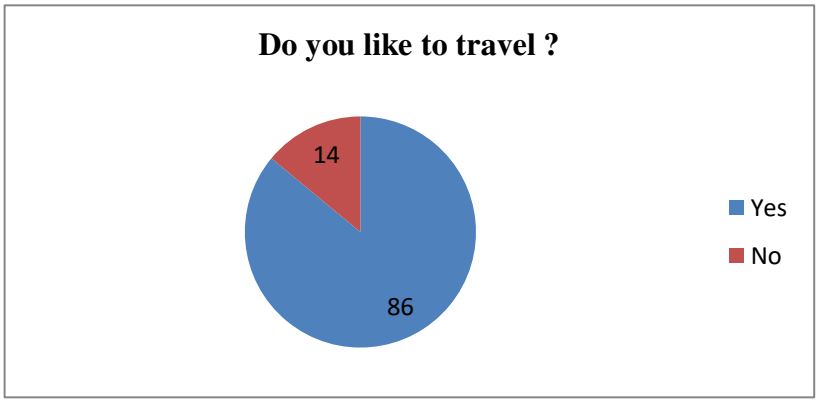
This google forums survey had sent worldwide different social sites where 88 responses out of 105 candidates where 13.6% were form Africa , 12.5% was from Australia, 20.5% was form Asia,12.5% was form USA and large part of candidates were form Europe is 40.9%.

Graph 6 - Please specify which country are you form currently ?



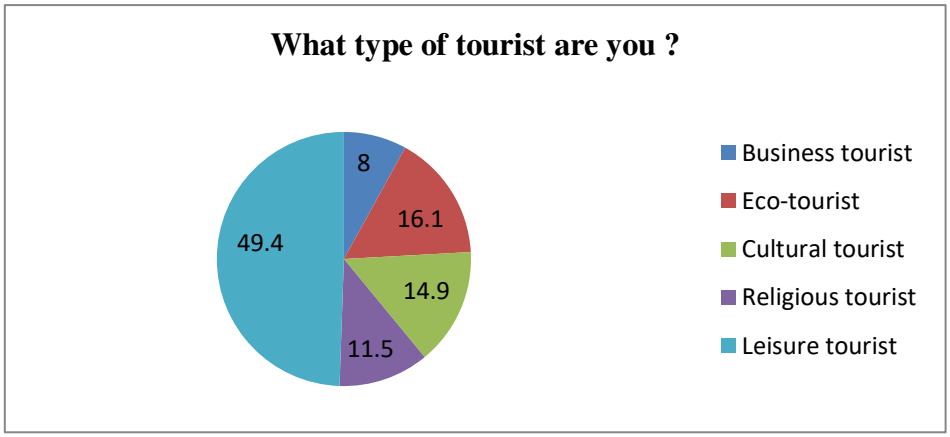
30.6% voted form USA 23.5% form UK, 17.6% from Cyprus, 12.9% and 12.9% respectively form UAE and Australia. People do not show about deep sustainability of Nepal as visitors because they are travelling for leisure, religious and business most of the people. US people know more about Nepal thus they voted more than other country, it is a positive trend where rich country people can spend more money if they travel Nepal. **Secondary data** Secondary data has collected from Nepal's statistic center, UNDP, ministry of tourism of Nepal and national planning commission of Nepal.

Graph 7 - Do you like to travel ?



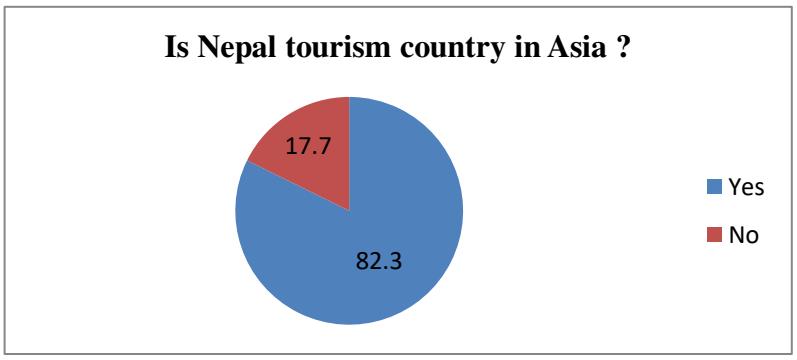
Participants like to travel where 86% positive of travel and just 14% responded not interested to travel. This data shows people are very much interested in travel which shows scope of hospitality market.

Graph 8 - What type of tourist are you ?



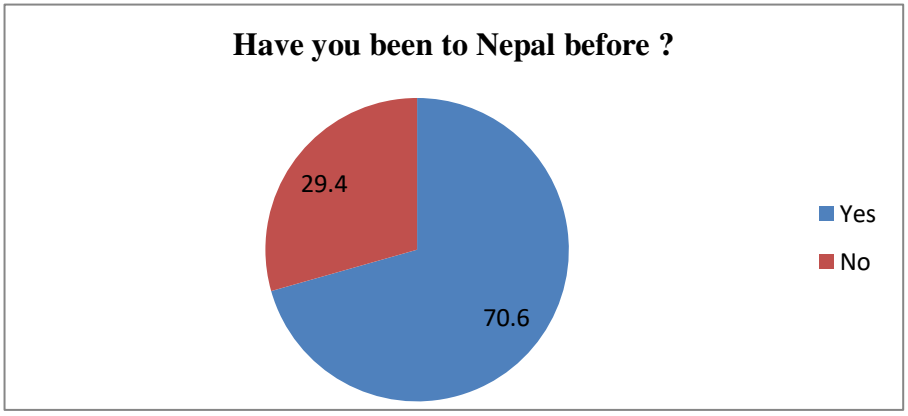
49.4% travel to Nepal for leisure which is large number of candidates where 16.1% travel for eco-tourism, 14.9% was cultural tourists and 11.5% and 8% respectively travel to Nepal religious and business purpose where 87 responses in this issue out of 105.

Graph 9 - Is Nepal tourism country in Asia ?



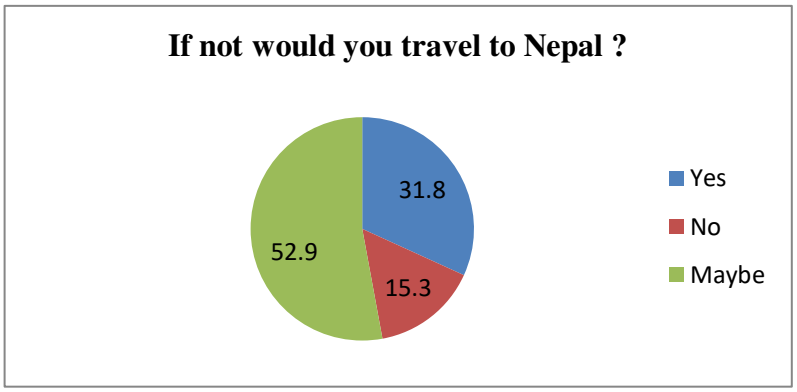
Base on primary survey; this question has asked about is Nepal tourism country in Asia? Where 79 responses out of 105 candidates where 82.3% response was "Yes" and 17.7% "No". Majority of participations of this survey know Nepal is tourism destination. This is research question clear answer Nepal is a tourism destination in south East Asia.

Graph 10 - Have you been to Nepal before ?



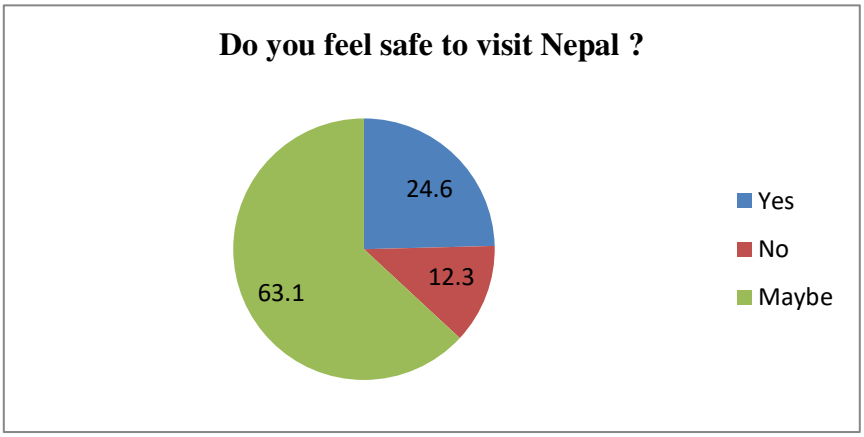
Most of the candidates had shown they travel Nepal before vote which 70.6% and 29.4% did not travel in Nepal. People are not aware of conservation areas of Nepal which is a large number according to this survey; it shows government should do more marketing to different continent in the world through embassy or from international newspaper or TV. Most of people travel Nepal according to sample this data show for leisure tourists they might spend less or more which is not clear. Ecotourism shows growing which is good then business and cultural tourism. Government needs to work out more to create more spending sectors in areas of tourist destination if this data remains constant. Responses shows people already travel Nepal which is the positive for the future tourism sectors. This might create more public relation which can work as a P-to-P marketing.

Graph 11 - If not would you travel to Nepal ?



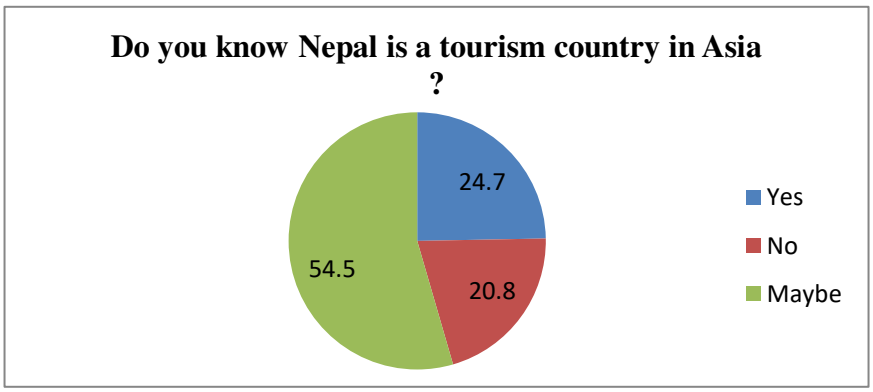
Responses of 52.9% they are not sure to travel in Nepal, where 15.3% they do not want to travel Nepal, it might be a main concern for this survey where 31.8% response favors of travel in Nepal.

Graph 12 - Do you feel safe to visit Nepal ?



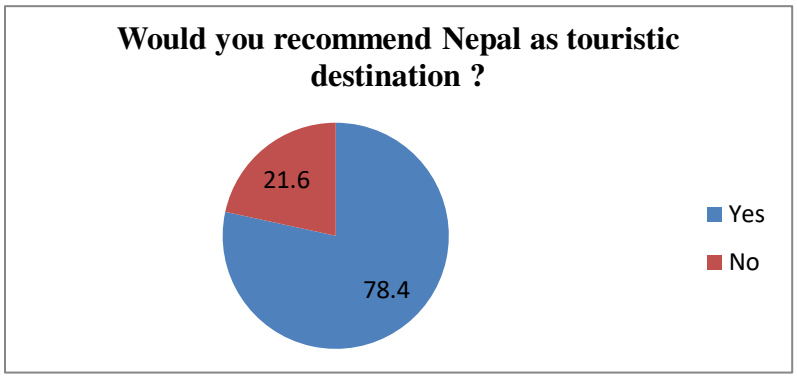
People vote 63.1% not conform how Nepal safe for tourists where 24.6% vote for safe to visit Nepal but 12.3% vote for Nepal is not safe country to visit which is considerable in this issue. It is more concern about safety standard in Nepal from this data, this shows to study further how to find out solution to maintain safety standard and create positive vibes worldwide.

Graph 13 - Do you know Nepal is a tourism country in Asia ?



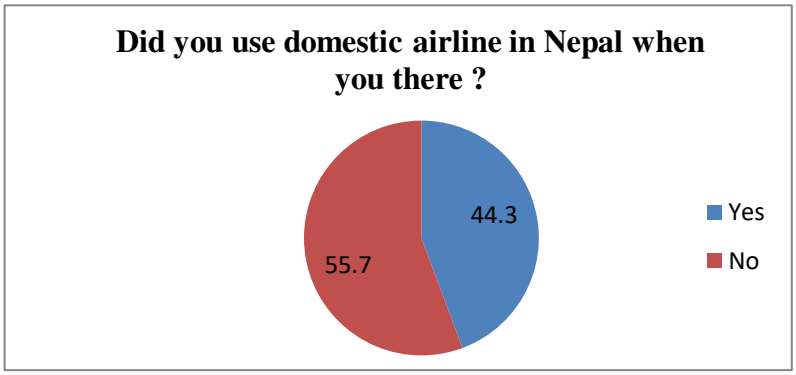
Base in Asia continent 54.5% vote for Nepal is confusing for tourism destination, 24.7% vote for Nepal is a tourism country and 20.8% vote Nepal is not tourism country.

Graph 14 - Would you recommend Nepal as touristic destination ?



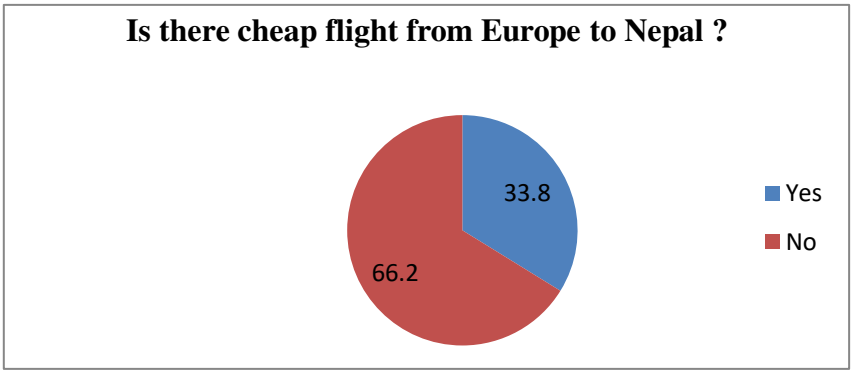
97 responses out ot 105 direct participant in this google forums, favor of recommendation to travel Nepal which is 78.4% according to graph and 21.6% they do not recommendation to travel Nepal. This question related graph 10 and very considerable to know these answers.

Graph 15 - Did you use domestic airline in Nepal when you there ?



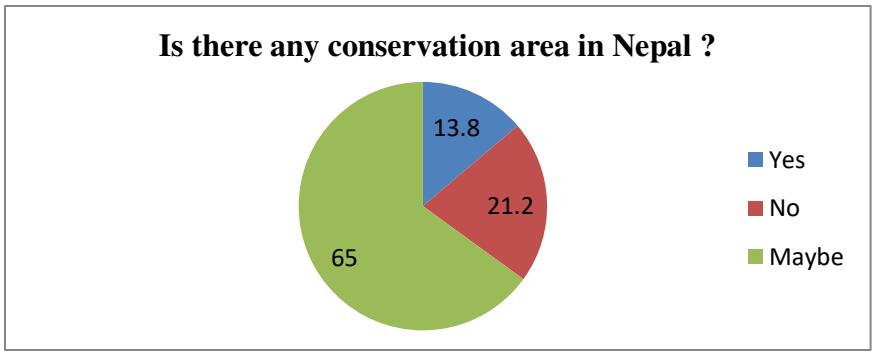
About Domestic airlines of Nepal 55.7% did not use as a traveler where 44.3% responses they had domestic airlines. This question has asked who already visited in Nepal base on response they must already visited Nepal wide way in different cities.

Graph 16 - Is there cheap flight from Europe to Nepal ?



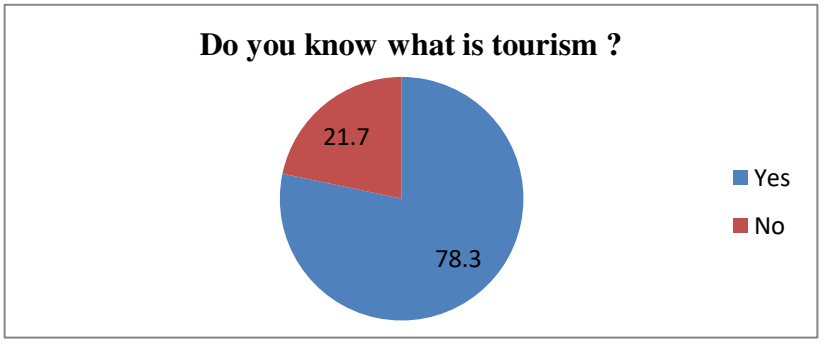
Cost of the flight from Europe to Nepal where 66.2% answer there is not cheap flight and 33.8% said there is cheap flight. More than half of response shows male traveler in Nepal higher then female and not prefer to say gender where participant might know Nepal is a mountain country or there is no any kind of respect for women beside result might be because of more far from Europe and USA or Australia. Europeans' participants were higher than others it shows they are more curious about this issue. Nepal is quite far from Europe so flight is expensive then to go others country beside Europe have banned Nepalese airlines to enter in Europe result of this issue might be expensive flight price from Europe to Nepal.

Graph 17 - Is there any conservation area in Nepal ?



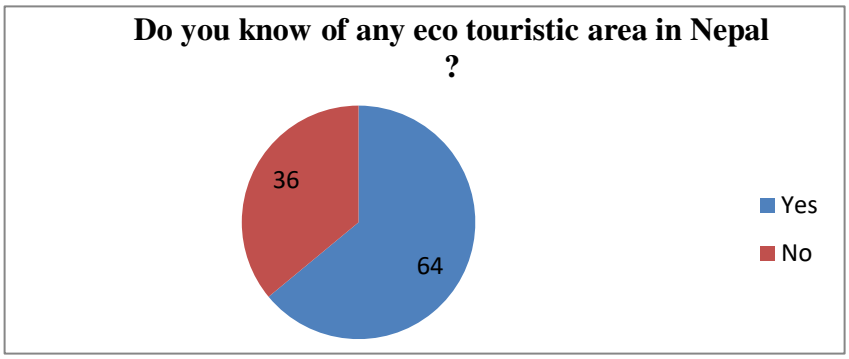
In Nepal, large number of responses they do not conform any conservation areas which is 65% vote, 21.2% they do not know any protective areas and only 13.8% know there is conservation areas in Nepal. Above 50% participants are not aware about these conservation areas of Nepal.

Graph 18 - Do you know what is tourism ?



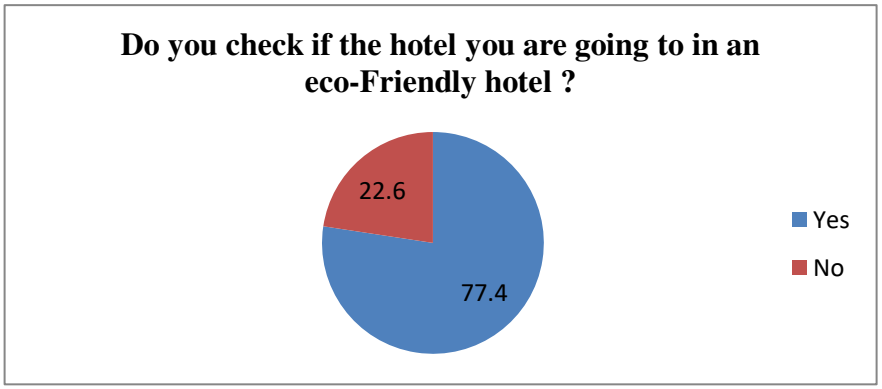
Ecotourism familiar 78.3% and 21.7% are not interested in ecotourism or they do not know about this kind of tourism. It shows positive trend in ecotourism.

Graph 19 - Do you know of any eco touristic area in Nepal ?



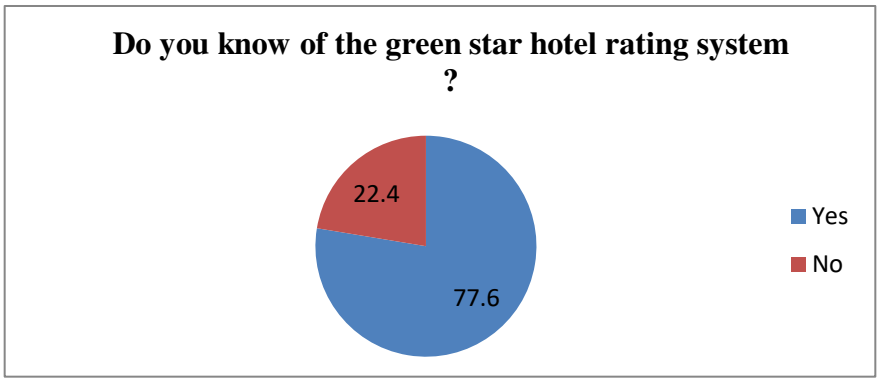
64% know eco-touristic area in Nepal where 36% do not know any eco-touristic area. People want to travel Nepal and they know about Nepal is a tourism destination also there is also Eco touristic areas which is a positive sign about tourism in Nepal. In this question 100 people were answers which show more interest in this section.

Graph 20 - Do you check if the hotel you are going to in an eco-Friendly hotel ?



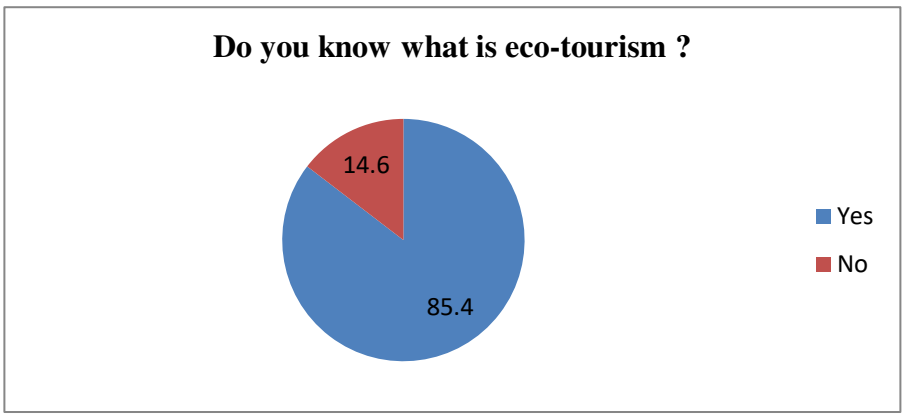
Voter who are 77.4% conscious about eco-friendly hotel and they check about eco-friendly hotel which tourists are more concern about nature from this response meanwhile 22.6% they do not know and do not check it. Education background can vary about this issue each and every people need to know about green and eco-friendly business which is key important to save earth in ideal way.

Graph 21 - Do you know of the green star hotel rating system ?



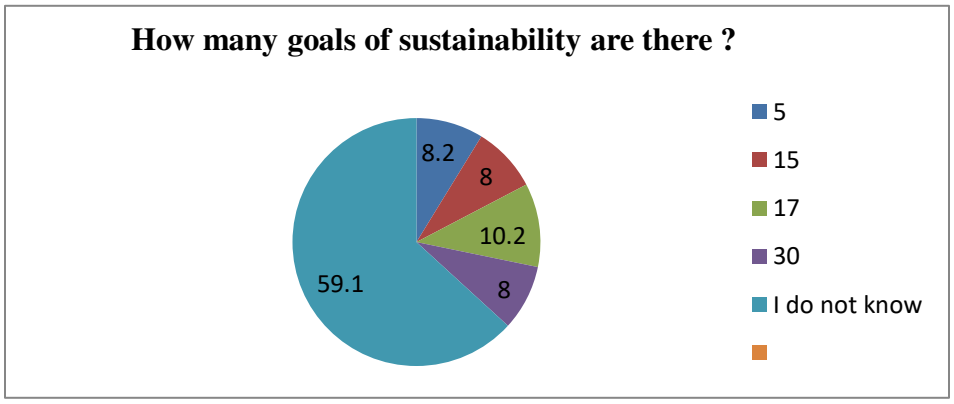
Same as green star rating system 77.6% know about the green star hotel rating system where 22.4% do not know this rating system. Effective education and awareness might be main causes in this issue.

Graph 22 - Do you know what is eco-tourism ?



82 responses out of 105 they know 85.4% aware about eco-tourism where 14.6% do not know about it. These result show participants are conscious about ecotourism.

Graph 23 - How many goals of sustainability are there ?



Sustainability goals base in Nepal 59.1% do not know how many goals are there.14.8% responses for 5 goals and 10.2% show 17 goals, 8% and 8% voted for 15 and 30 goals. Tourists are not aware about deep sustainable goal of Nepal. Tourists are not aware about these deep things about any country. They want knowledge gaining experiences by observing particular areas base on Nepal tourist are visiting for leisure purpose which is not possible to know country's sustainable goals.

Chapter 5 Recommendations

The references given under are valuable and if applied could have beneficial effects on tourism and local communities. Formerly when the economy was stable and travel and tourism industries were prospering, it was easier for large hotels chains internationally or domestically and companies in the hospitality industry to hire experienced forgivers in managerial positions with high and competitive salaries. Hiring foreigners has several advantages such as impressing guests. However, due to the impact the economy has seen hotels are recommended to hire local citizens, the advantage not only rest in the ability to hire several talents with the same salary require for a single forgiver but hiring locals allows guests an unforgettable and authentic experience. Tourists are travelling for new experiences they want to have different test in their visiting time periods thus to make new experience need to hire local expertise.

It is also recommended that hotels could take into consideration implementing reducing cost by exclusively using locally sourced and produced goods. For example, locally produced alcohols have a similar quality but a lower cost. This will help support and revitalize local industries and bring exposure to local manufactures and business owners. Moreover, one of the key features of the Pokhara there is wide range of local farm like sheep and goats, fish and they grow rice and vegetable which can help for both side local farmers and restaurants and hotels. The above recommendations have been proven to be successful, which is clear in the case of china whose industries have restored to the use of local labor and locally produced goods allowing them to export their goods. Ministry of tourism Nepal can play vital role to do this kind of work reducing taxes and marketing local areas to supports local farmers. It is not only this places government can do in others areas main door of Mt. Everest Lukla airport city and Lord Buddha birth place Lumbini and a lot of Nepalese heritage sites.an essential recommendation for the government would be to conduct a quality control check every once in a while, on the companies to see how they are performing. Obviously, this is not an easy thing to accomplish, for example the training of auditing staff to be as professional as those with experience in dealing with gusts is not an easy job but it can also prove to be very profitable. Nepal government is forward in sustainable development goals meanwhile Mt.Everest, UNICCO heritage sites need to bring strong polices to keep them as a safe place. Hotels and resorts should maintain their work with international organizations so they can keep the same progress they have achieved in sustainability programs. By doing so they achieve more and remain as sustainable as much as possible. The initiative should be closely monitored by the government to make sure that hotels and resorts are in compliance with the organization's sustainability programs.

The ministry of tourism recognizes the need for an effective institutional framework to support mutual coordination between the ministry and other ministries and institutions for tourism policy development. In order to achieve this, there are several recommendations to consider: to improve management structures and enhance cooperation between public agencies, the private sector and citizens on different levels; to decentralize responsibilities for tourism projects in the hope of improving correlations between the government and the free economy; government and private sectors have to be strong agreement to boost tourism economy. Government has lack of identity tourism areas so this should find out then and need to bring local government to work together for data collection of visitors and safety for them. Most of the tourism places of Nepal, government does not have any data how many tourists can visit, how about safety and security, how about accommodation and restaurants are operating etc. it is a basics thing to do with local body government to balance visitors flow and reduce harm in nature.

Specific initiatives include:

- Political satiability: Nepal has long history about political insatiability which gradually suffered in public service body. It has bad effect each and every sector of Nepal. People had to suffer long time from civil war during this time all the development was out of control. Government had to spend a lot of budgets to settlement that war after that war people expects stable economy but it could not happen. The frequent changes in government, coupled with political unrest and lack of consensus on critical issues, create an environment of uncertainty and unpredictability for business and investors. This uncertainty undermines investor confidence and discourages both domestic and forging investment, resulting in slowdown economic growth. Political instability often led to governance challenges such as corruption, inefficiency, and policy paralysis. These factors hinder the effective implementation of economic policies and reforms necessary for sustained economic development. As a result, essential infrastructure projects may be delayed or remained unrealized, further stifling economic progress. Secondary data table 1 shows FDI is dramatically low because of political instability. The political instability in Nepal undermines economic growth, deters investment and tourism, hampers governance and policy implementation, and exacerbates social and economic inequalities. Addressing political instability and fostering a more stable political environment are crucial steps towards promoting economic prosperity and improving the overall well-being of the Nepalese population.

- Enhancing safety and security: creating and implementing workplace hygiene monitoring systems, to assess, control and prevent hazards in food and beverage establishments that might result in illness or injury. Using geographical information and global positioning systems to support speed limit compliance and rapid response in case of emergencies. To open road safety training centers to help educate and inform drives. Applying "the new norms system" of classification for hotels and resorts; introducing hi-tech security systems and advanced metal detectors; developing a creative and inspiring tourism promotion campaigns for locals and international travelers. Nepal has divers in natural thus base on destinations laws should be clearer to provide essential safety and security tools for visitors in international standard.

- Marketing and promotion: starting high impact public relation and advertising campaigns, including the new cultural tourism advert; branding Nepal in a more creative, innovative and welcoming way; and an amplified marketing strategic including a social media campaign targeting China, India, Japan and western countries especially rich country who can spend much money for holidays.

- Improving service quality: Nepal's private educational institutes have been providing international level education in home country. Government needs to expand their education expertise in different region according to requirements. Government can co-operate with Nepalese who are working in European countries, America, Australia, Japan, Middle east and others who are gaining more international level skills in different sectors like hospitality sectors, technology sectors etc.

- Enhancing sustainability: establishing a green tourism unit and a green star hotel program to monitor environmentally friendly and socially responsible hotel management systems; enhancing environmental awareness; pursing energy efficiency; encouraging the use of solar and renewable energy sources; reducing water consumption; and maintaining the biodiversity and reducing solid liquid waste and carbon emissions.

- Institutional changes: tourism development authority and ministry of tourism need to make the adequate changes to provide one stop shop for licenses and permits; to lunch an intranet system linking five- and four-star hotels with Nepal hotels association and ministry; and gather selected independent professionals to provide skills and experience. Providing visas

on arrival for many source market countries and provide support for new or enhanced transport routes.

THE ECONOMICAL DIMENSION

Economic development: In Nepal, economic development hinges on several core subjects aimed at overcoming challenges and fostering sustainable growth. One crucial aspect is infrastructure improvement, particularly in transportation and energy sectors. Enhancing road networks, airports, and energy infrastructure not only facilitates domestic connectivity but also promotes trade and investment. Diversifying industries beyond agricultures is another key focus, with sectors like tourism, manufacturing, and services being prioritized to reduce dependency on a single sector. Additionally, investing in human capital through education and skills training plays a pivotal role in increasing workforce productivity and competitiveness. By equipping individuals with relevant skills, Nepal can capitalize on its demographic dividend and spur innovation and entrepreneurships

Clean energy: Nepal has huge sources of clean hydropower energy for SDGs development. Above secondary data had shown clear overviews. This type of energy is very important national sustainable development. Energy sectors can help to economic growth, competitiveness, achieving social justice, maintaining social responsibility and preserving environment. This sector will lead to efficient natural resources and renewable energy management, producing an innovative sector capable of forecasting and adapting to local, regional and international developments and complying with 17 sustainable development goals.

Knowledge, innovation and scientific research: Building a creative and innovative society producing science, technology and knowledge, within a comprehensive system ensuring the developmental value of knowledge and innovation using their outputs to face challenges and meet national objectives.

Transparency and efficient government insinuations: creating an efficient and effective public administration sector capable of meaning state resources with transparency, fairness and flexibility. A sector subject to accountability, maximizing citizens satisfactions and capable of responding to citizen needs. This will allow us to follow up on the sustainable development goals as well as to see the implementation that is being taken into action and most importantly to identify the challenges that are related to the matter.

THE SOCIAL DIMENSION

Social justice: social justice refers to the fair and equitable distribution of resources, opportunities, and rights within a society, regardless of individuals' backgrounds or identities. It encompasses the pursuit of equality, inclusion, and the protection of human rights for all members of society. In the context of Nepal, the social dimension of social justice involves addressing deep rooted inequalities, discrimination, and disparities that affect marginalized communities such as Dalits, indigenous people, women, and rural populations. It involves efforts to ensure access to education, healthcare, employment, and justice for all citizens, regardless of caste, ethnicity, gender, or socio economic status. Achieving social justice in Nepal requires comprehensive measures to tackle systems barriers, promote inclusivity, and empower marginalized groups, ultimately fostering a more equitable and just society. According to MDg form secondary data Nepal heading satisfactory way of this issue.

Health: the health sector in Nepal encompasses a diverse landscape, ranging from urban hospitals to remote health posts. Despite progress, challenges persist. Infrastructure varies, with urban areas boasting well equipped facilities while rural region faces shortages and inadequate infrastructure. Human resource shortages, especially in remote areas, pose a barrier to quality care. Basic services are available, including maternal and child health, immunization, and primary care, yet access to specialized care remains limited. Financing constraints contribute to high out of pocket expense, hindering access for many. Nepal grapple with a range of health challenges. Government polices aim to improve healthcare delivery and address disparities, but sustained efforts are needed to ensure universal access to quality care nationwide.

Education and training: a first-rate education and training system accessible to all citizens, without discrimination, within an efficient, just sustainable and flexible institutional framework. Providing the necessary tools to allow students and trainees to think creativity, and empower them technically and technologically. Contributing to the development of proud, creative, responsible, and competitive citizens that accept diversity and offences.

Culture: A structured and positive cultural system values respecting diversity and differences. Enabling citizens to access knowledge, building their capacity to interact with modern developments, while recognizing and preserving their history and cultural heritage. Giving citizen the wisdom, freedom of choice and of cultural creativity, adding value to the local economy. The government of Nepal acknowledges the significance of cultural tourism in promoting economic growth and international understanding, investing in the preservation of historical sites, temples, and

monuments that serve as testament to Nepal's rich cultural legacy. Through these measures, Nepal's government seeks to fabric that defines the nation while embracing the dynamism of its diverse cultural landscape.

THE ENVIRONMENTAL DIMENSION

Environment: ecological practices are integrated in all economic sectors to preserve natural resources and support their efficient use and investment, while ensuring next generation's right to a clean, safe and healthy environment. These practices lead to diversified production resources and economic activities, support competitiveness, provide new jobs, abolish poverty and achieve social justice.

Urban development: the environment dimension of urban development involves creating sustainable and livable cities while minimizing negative impacts on the natural environment. In the context of urban development, this dimension focuses on issues such as air and water quality, green spaces, waste management, and energy efficiency. Sustainable urban planning practices aim to reduce pollution, conserve resources, and enhance the quality of life for residents. Efforts in this dimension often include implementing green infrastructure such as parks, green roofs, and urban forests to mitigate the urban heat island effect, improve air quality, and provide recreational spaces additionally, promoting public transportation, cycling, and walking infrastructure helps reduce reliance on private vehicles, thereby decreasing traffic congestion and emissions.

Waste management strategies, including recycling programs and waste to energy initiatives, are crucial in minimizing landfill waste and reducing environmental pollution. Furthermore, incorporating energy efficient building designs and promoting renewable energy sources in urban areas can contribute to reducing greenhouse gas emissions and combating climate change. Overall, the environment dimension of urban development emphasizes the importance of integrating environmental considerations into urban planning and policy making processes to create healthier, more sustainable, and resilient cities for present and future generations.

Chapter 6 conclusion

This paper present how Nepal has been planning to overcome with multiple obstacles in sustainable tourism development and how they managed to build a new tourism market attracting tourist to view first hand Nepal as a safe and ecotourism destination. Nepal has around 30 million population and growing up which is very challenging to provide employments for everyone. It is clear that employing locals will helps development and its sustainability. Depending on local merchandise and agricultural produce rather than importing will also create jobs while minimizing the cost of imports. Many examples show positive results gained by the cooperation between the government and businessmen. This cooperation has helped utilized the best of Nepal tourism places like Pokhara and Mt.everest base came areas. Nepal has around 20 conservation areas with hunting places where government has direct involvement with national and international organizations form various countries. Sustainability and tourism remain to be of great significance for Nepal. Nowadays tourism is great revenue for national GDP. To educate people about sustainability is main important for mutual benefits, People have aware about this issue which is significantly important for next future generation. There are a lot of areas that are being developed for ecotourism and sustainable tourism that were mentioned in the paper. Nepal has been facing lack of the proper rules and regulation in each and every sectors thus Nepalese airlines have banned many continents; it seems to improve this kind of problems in solving directions. Ministry of tourism and others related bodies really need to work out to remove of flights bans and ensure safety and security issue. Education an environmental protection plan of action must be posted. Persons who work in these sectors need to know about eco environment and how they can help to protect them. Nepal has huge revenue for tourism in national GDP thus for the sustainable development seems to study well tourism places how they can preserve form over tourism and share equally income for all local host community.

In conclusion, the research reflects that clear effort is being taken to implement sustainability and ecotourism in Nepal. Almost a decade Nepal has been growing infrastructure development all local level rapidly where included roads and transmission line meanwhile there is not effective development all area where local people and conservation area are facing bad impact form that. Some infrastructures are useable for public and some are not, so scientific development is a core requirement for sustainable development. Education is one of the main pillars of a country government needs to take very seriously to educate people about balance economic and nature.in the tourism sector it is essential to train employees on basics such as on how to address guests, on how to come across as a hospitable polite host. The fact that research showed that many employees in the

sustainability tourism sectors are not quite sure what is required of them, is proof that the government effort are not sufficient enough. Education sectors are growing in Nepal even though practical and work base skills are quite different thus recommendation to train employees within the sustainability tourism sector must therefore be strongly implemented. Training must include all employees for example; housekeeping employee in hotels, employees in airports, employee in governmental buildings etc. Besides, Nepal has huge workforce people in outside of country it is a significant challenge to bring back; they are well trained in their working field. It might be great benefits if government bring back to them in country and provide same skill job will create significantly improve in hospitality sectors and many more area. Unstable government is major challenges to bring sustainable development and win SDGs goal by 2030.

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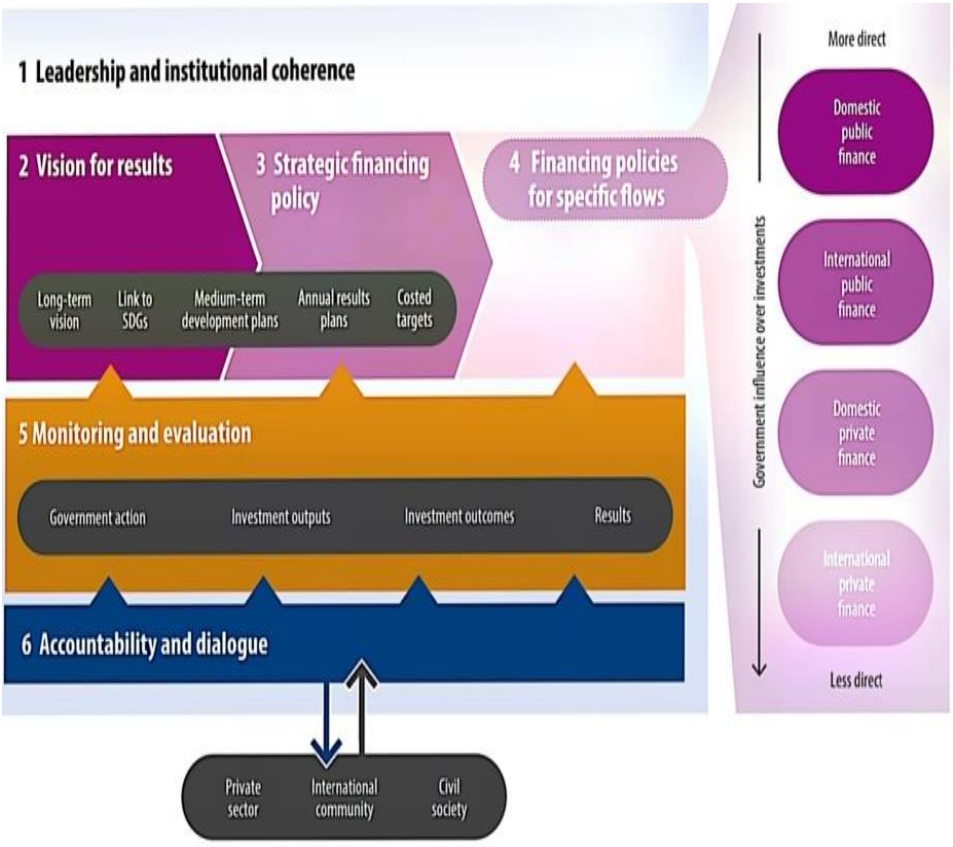
Appendixes

Figure 1: integrated national financing framework model



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(Source:www.npc.org.np)

The National financing framework of Nepal is structured in seven sections. This first section convers the introduction, with section 2 covering the development finance assessment methodology, and section 3 presenting the political and socio-economic context .section four present the financial flows mapping and an analysis of each financial flow. In section five, the report provides an assessment of the constraining factors and opportunities related to the policy and institutional environment; in section six, alternative future trajectories of financial flows are presented; and in section seven, the conclusion and recommendation are presented. Domestic public finance is more direct then international public finance. Domestic private finance and international private finance are less direct finance in contest of Nepal.

Table 1: Annual average available and requirements of investment for SDGs

(Unit: Nepali Rs. in billion, at constant price of 2015)

Sectors	2016-19	2020-22	2023-25	2026-30	2016-30
Total SDG Investment Need	1,055	1,559	2,046	3,070	2,025
Total SDG Investment Need (in USD at constant price of 2015)[1]	10.25	15.14	19.87	29.82	19.68
Total SDG Investment Need as % of GDP	43.8	48.8	48.8	49.7	47.8
Private Investment requirement	259	443	736	1,303	739
Private resource available (In FDI)	224	333	418	488	373
Private finance gap	35	110	318	815	366
Public Investment requirement	702	979	1,134	1,505	1,111
Public resource available (including ODA)	521	698	905	1,300	893
Public finance gap	181	281	229	205	218

* Estimates of the study team.

Note 1. The average of daily exchange rate (buying rate) of Nepali currency with US$ in year 2015, as provided by Nepal Rastra Bank (Central Bank of Nepal), is used for converting Nepali Rs. to US$; @ 1 US$ = 102.95 Nepali Rs (in 2015).

(Source:www.npc.org.np)

This table shows how major sectors play vital role to get sustainable development goal (SDGs) by 2030. To get goal government and private sectors need to invest more and more where 9.43% need form 2016-2030 to get target. Private sectors have invested heavily which is a sign of stability and right direction of sustainable development meanwhile it needs more efforts where data shows 366 (billion in Rs.) gap from 2016-2030. Public sectors investments are in decline phase which is good efforts form government side. Public investment requirement to increase is a right sign to get SDGs goal in given time periods where government creates more investments environment for private sectors.Figure1 has shown Nepal is towards public financing friendly country, it can help to create more ownership for all citizenships show public financing available is increasing in this given table.

Table 2: Nepal's economic indicators and financial scenarios

Item	Fiscal Year				
	2019	2020	2021	2022[R]	2023[P]
A. Income and Growth					
1. GDP per Capita ($, current)	1204.0	1166.7	1276.7	1398.6	1396.9
2. GDP Growth (%, in market prices)	6.7	(2.4)	4.8	5.6	1.9
a. Agriculture	5.2	2.4	2.8	2.2	2.7
b. Industry	7.4	(4.0)	6.9	10.8	0.6
c. Services	6.8	(4.5)	4.7	5.3	2.3
B. Saving and Investment (current and market prices, % of GDP)					
1. Gross Fixed Investment [a]	33.8	30.5	29.3	28.5	25.2
2. Gross National Saving	42.1	32.2	31.5	29.0	31.7
C. Money and Inflation					
1. Consumer Price Index (average annual % change)	4.6	6.2	3.6	6.3	7.7 [b]
2. Total Liquidity (M2) (annual % change)	15.8	18.1	21.8	6.8	11.4 [b]
D. Government Finance (% of GDP)					
1. Revenue and Grants [d]	22.4	22.2	23.3	20.5	16.9 [c]
2. Expenditure [d]	27.3	27.6	27.2	23.7	23.0 [c]
3. Overall Fiscal Surplus (Deficit)	(5.0)	(5.4)	(4.0)	(3.2)	(6.1) [c]
E. Balance of Payments					
1. Merchandise Trade Balance (% of GDP)	(33.3)	(27.3)	(31.1)	(33.7)	(26.0) [b]
2. Current Account Balance (% of GDP)	(6.9)	(0.9)	(7.7)	(12.6)	(1.4) [b]
3. Merchandise Export ($) Growth (annual % change)	12.5	(7.6)	31.0	43.9	(19.9) [b]
4. Merchandise Import ($) Growth (annual % change)	5.2	(18.9)	26.6	21.9	(22.0) [b]
5. Remittances (% of GDP)	22.8	22.5	22.1	20.4	22.7 [b]
F. External Payments Indicators					
1. Gross Official Reserves ($ million)	9,500.0	11,646.1	11752.6	9,535.0	11,735.6 [b]
Months of current year's imports of goods)	7.8	12.7	10.2	6.9	10.0 [b]
2. External Debt Service (% of exports of goods and services)	8.2	10.9	4.6	3.4	11.6 [e]
3. Total External Debt (% of GDP)	15.2	20.9	21.5	20.8	20.3 [e]
G. Memorandum Items					
1. GDP (current prices, NPR billion)	3,858.9	3,888.7	4,352.5	4,933.7	5,381.3
2. Exchange Rate (NPR/$, average)	112.9	116.3	117.9	120.8	130.7 [b]
3. Population (million)	28.4	28.7	28.9	29.2	29.5

GDP = gross domestic product; P = preliminary; R = revised
Note: FY2023 covered 17 July 2022 to 16 July 2023

a Refers to gross fixed investment and does not include change in stocks
b Based on FY2023 annual data. Nepal Rastra Bank
c Based on FY2023 annual data. Financial Comptroller General Office
d Includes other receipts
e Based on FY2023 annual data. Public Debt Management Office

Sources: Ministry of Finance. *FY2024 Budget Speech.* Kathmandu; Nepal Rastra Bank. 2023. *Current Macroeconomic and Financial Situation.* Kathmandu; National Statistics Office. April 2023. *FY2023 National Accounts Statistics.* Kathmandu; Financial Comptroller General Office. 2023. *Daily Receipts & Payments Status (as of 16 July 2023).* Kathmandu; National Statistics Office. 2022. *National Population and Housing Census 2021 (National Report).* Kathmandu; Public Debt Management Office. 2023. *Public Debt Monthly Progress Report (as of mid July 2023).* Kathmandu.

(*Source:www.mof.gov.np)*

Gross domestic product per capital of Nepal has increased from (2019-2023) steadily. Saving and investment has decreased in 2023 which might be current global scenario might be a cause. Lower levels may indicate less investment in infrastructure and productive assets. It might affect SDGs development specially agriculture and tourism. Inflation rates remained relatively stable but were impacted by external factors such as changes global oil prices and supply chain disruptions. Sustainable efforts focused on reducing dependency on imported goods and promoting domestic production. Government finance has decreased in 2023. Export has decline where import increased, it is a sign of less production in country where remittances shows people are leaving country for the better life. Population of Nepal's has grown which is human capital increased if government provides jobs to them which helps to sustainable development.

Nepal's economic performance overall challenging way. Global current situation and covid19 hit hard which affect in SDGs development. Nepal's economy is experiencing growth but faces challenges such as inflationary pressure, fluctuations in saving and investment, and potential trade imbalances. Control inflation, increase investment in key sectors, improve export and management external debt is main challenges present time.

Table 3: the status of MDGs achievement in Nepal

GOALS	*Base year 1990	*Status 2000	Target for 2015	*Status in 2015	Fully achieved	Partially achieved
1. Eradicate extreme poverty and hunger						
1A Reduce extreme poverty by half						
Percentage of population living below USD 1 per day (PPP value)	33.5	na	17	16.4	✓	
Percentage of population living below national poverty line	42	38	21	21.6		✓
Poverty gap ratio at USD 1 per day (percent)	na	11.7	6	5.60	✓	
Share of bottom quintile in national consumption	na	7.5	na	8.3		
1B Full and productive employment for all						
Growth rate of GDP per person employed	na	1.6	na	na		
Employment to population ratio	67	84.3	na	78.3		
Proportion of employed people living below USD 1 per day	na	22	17	na		
1C Reduce extreme hunger						
Prevalence of underweight children aged 6-59 months	57	43	29	30.1		✓
Proportion of population below minimum level of dietary consumption	49	47	25	22.8	✓	
Proportion of stunted children aged 6-59 months	60	57	30	37.4		✓
2. Achieve universal primary education						
2A Ensure that children everywhere, boys and girls alike, complete their primary schooling by 2015						
Net enrolment rate in primary education	64	81	100	96.6		✓
Proportion of pupils enrolled in grade 1 that reach grade 5	38	63	100	89.4		✓
Literacy rate of 15-24 year olds	49.6	70.1	100	88.6		✓
3. Promote gender equality and empower women						
3A. Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015						
Ratio of girls to boys in primary education	0.56	0.79	1.0	1.09	✓	
Ratio of girls to boys in secondary education (9–10)	0.43	0.70	1.0	1.0	✓	
Ratio of women to men in tertiary education	0.32	0.28	1.0	1.05	✓	

GOALS	*Base year 1990	*Status 2000	Target for 2015	*Status in 2015	Fully achieved	Partially achieved
Proportion of population with advanced HIV infection receiving antiretroviral combination therapy (percent)	na	na	80	26.5		
6C. Have halted by 2015 and began to reverse the incidence of malaria and other major diseases						
Malaria						
Clinical malaria incidence (per 1,000 people)	na	na	Halt and reverse the trend	1.74		
Annual parasite incidence (per 1,000 people)	na	0.55	0.06	0.11		✓
Death rate associated with malaria (per 1,000 people at risk)	na	0.55	Halt and reverse the trend	0	✓	
Percentage of children under five with fever who are treated with appropriate anti-malarial drugs	na	3.2	2.5	2.8		✓
Percentage of children under five who sleep under a long-lasting insecticide treated bed net	na	48.2	100	96.8		✓
Tuberculosis						
Prevalence rate associated with TB (per 100,000)	460	310	Halt and reverse the trend	211	✓	
Death rate associated with TB (per 100,000)	43	23	Halt and reverse the trend	20	✓	
Proportion of TB cases detected	na	70	85	83		✓
Proportion of TB cases cured under DOTS	40	89	91	91	✓	
7. Ensure environmental sustainability						
7A. Integrate the principle of sustainable development into country policies and reverse the loss of environmental resources						
C02 (annual) emission per capita (tonnes)	na	0.2	na	0.1		
Consumption of all ozone-depleting substances (tonnes)	25	99.2	na	1.2		
Energy consumption (ToE) K	6,847	7,759	na	11,232		
Commercial energy use per unit of GDP (ToE/mRs)	1.44	3.91	na	3.2		
Proportion of people using wood as their main fuel	75	67.74	na	53.8		
Proportion of people using LPG as their main fuel	na	7.67	na	28.7		

GOALS	*Base year 1990	*Status 2000	Target for 2015	*Status in 2015	Fully achieved	Partially achieved
7B. Reduce biodiversity loss, achieving a significant reduction in the rate of loss by 2010						
Proportion of land area covered by forests (percent)	37	39.6	40	44.7	✓	
Proportion of total water resources used (percent)	na	na	na	10		
Proportion of terrestrial area protected (percent)	7.4	13.6	na	23.3		
Proportion of species threatened with extinction (percent)	na	na	na	0.4		
Area of forest managed as community forest (million ha)	0.013	1	na	1.8		
7C. Halve the proportion of people without sustainable access to safe drinking water and basic sanitation by 2015						
Proportion of the population using an improved drinking-water source (percent)	46	73	73	83.6	✓	
Proportion of population using sanitation facility (percent)	6	30	80	81	✓	
7D. By 2020, to have achieved a significant improvement in the lives of slum dwellers						
Population living in slum and squatters	na	11,850	na	500,000		

Note: The figures used for the SDGs and this report may differ due to the use of different sources.

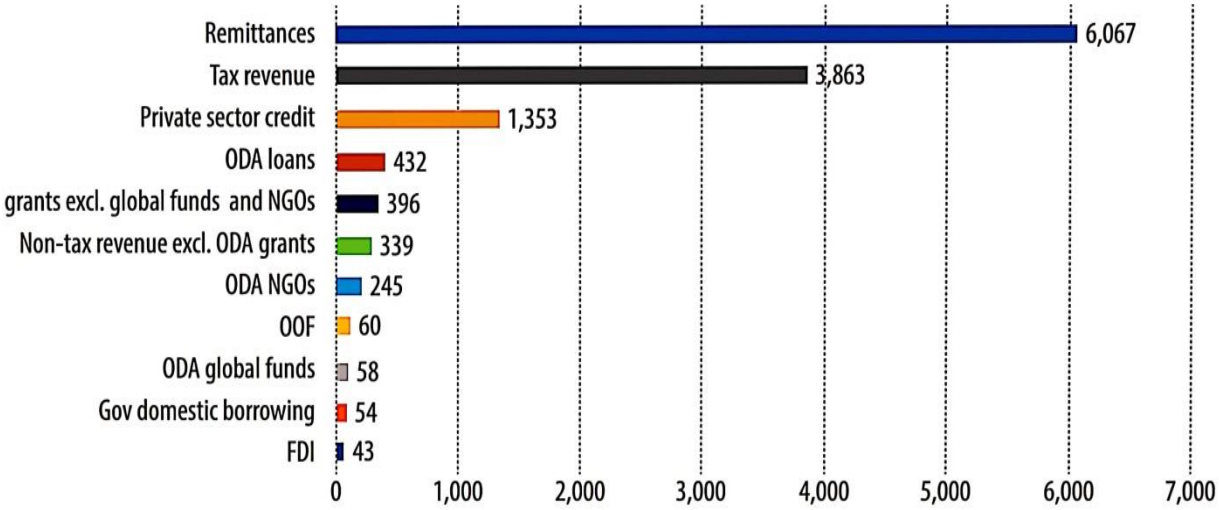
Achievements exact to or above the 2015 target are rated as fully achieved and close to and below the target are rated as partially achieved in this report.

*The status data for 1990, 2000 and 2015 is from the nearest available year where data for the exact year is not available.

(source:www.npc.gov.np)

This table elaborates millennium development goals. Primary focus was on achieving the millennium development goals (MDGs), which encompassed a range of crucial socio-economic objectives. These goals included eradicating extreme poverty and hunger, achieving universal primary education, promoting gender equality, reducing child mortality, improving maternal health, combating diseases like HIV/AIDS, ensuring environmental sustainability, and fostering global partnerships for development. While progress varied across different goals and regions, Nepal's efforts towards these MDGs generally represented a step in the right direction. Significant strides where made in areas such as poverty reduction, education access and health care improvement. However, challenges persisted, particularity in remote and marginalized communities, where access to basic services remained limited. Despite these challenges, the MDGs provided a framework for national development efforts and helped mobilize resources and partnerships towards addressing key development priorities. Overall, Nepal's pursuit of the MDGs during the time period foundation for future progress and contributed to the country's broader journey towards sustainable development.

Graph 1: Nepal's revenue for development (in millions of US dollar)

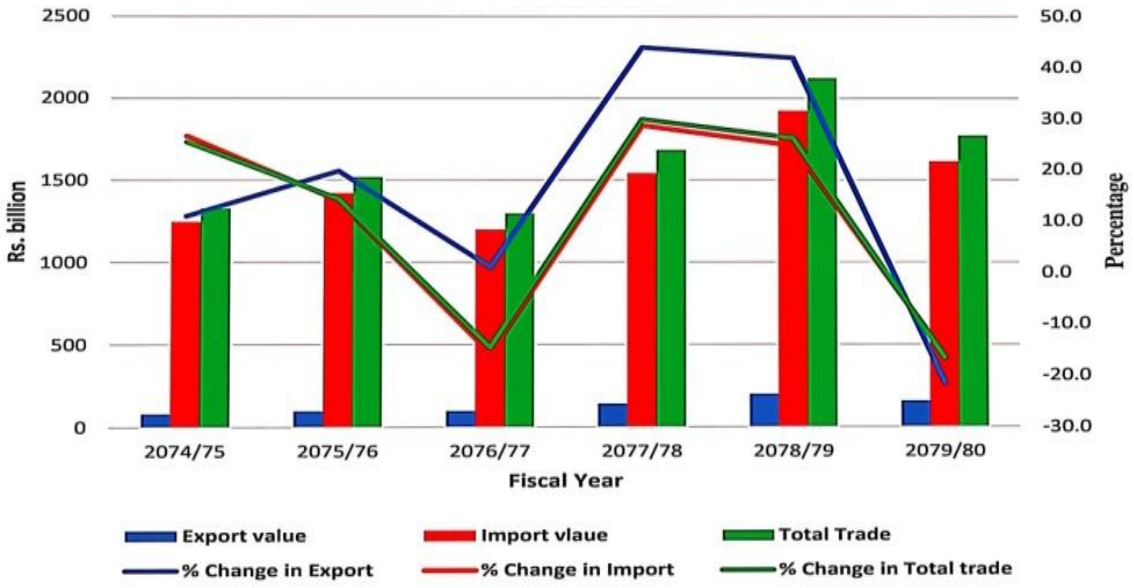


(Source,www.npc.gov.np)

This graph show Nepal's main revenue source from different sectors where higher revenue generates form remittances. It is a symbol of large number of working force people working in in abroad. It has positive and negative impact in Nepal, large number of working force people work for another country with low paying jobs is a negative impact for country. It is not a sustainable solution and cannot bring huge revenue from the specific skills. On the other hand, working force people can gain new skills form develop countries where they working if government can bring this kind of skill and

use in similar sectors that can help develop country more right direction. Second revenue show in this graph from tax, it indicates government might not investment friendly country where as forging direct investment (FDI) is lower in Nepal. Government does not have huge investment fund to create jobs where private sectors not investing because of higher tax and FDI investment is very low which show significantly Nepal is not investment friendly country which government needs to change to bring sustainable investment. This data suggest, government should apply investment friendly environment and right global polices for this sector.

Graph 2: Nepal's import and export (2017-2023)



(Source,www.npc.gov.np)

Export is significantly lower than import, it is a huge trade deficit 2017-2018 is import is slightly higher where export significantly low increase. Production sectors of Nepal not producing much to compete with import. Covid19 show decrease import but exports remain same as before. After covid19 imports again rise dramatically till 2023 where exports slowly increase until 2022 then again decrees where show agricultural product only export form Nepal.

According to graph 3 and table 2 government should improve polices to go sustainable industrialization in Nepal to make trade balance and create more jobs. Polices makers have to implement different strategic to balance trade which suggested form this graph.

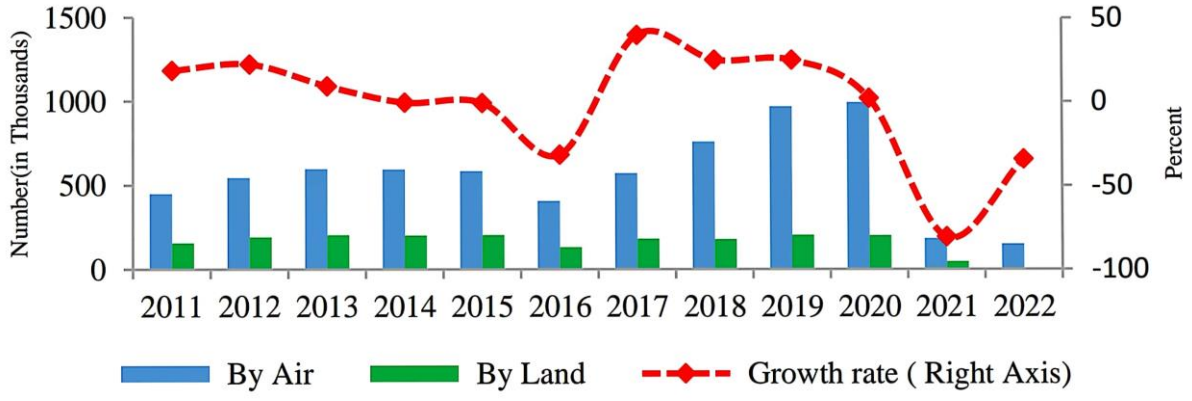
Table 4: Major river system of Nepal and their hydropower potential

Major River Basin	Theoretical Potential	Technical Potential		Economic Potential	
	Megawatts	Project sites	Megawatts	Project sites	Megawatts
Sapta Koshi	22,350	53	11,400	40	10,860
Sapta Gandaki	20,650	18	6660	12	5270
Karnali and Mahakali	36,180	34	26,570	9	25,125
Southern Rivers	4110	9	980	5	878
Total	83,290	114	45,610	66	42,133

(Source: www.adb.org/re2020)

Nepal has huge potential green energy from hydropower where zero produce carbo which is a huge support for sustainable development. Researchers predict Nepal has huge potential to give green energy for whole Asia. It takes huge investment and well management to gain that target to reduce whole continent's carbon emission. Stable government and right police makers are important factors in current situation where they can create more jobs and sustainable infrastructures.

Graph 3: Number tourist arrival growth rate (In percent)



Source: Ministry of Culture, Tourism and Civil Aviation, 2022

Number of tourists' arrival growth rate until 2016 slightly decline phase and again 2017/18 has grew after again declining until 2021 after again growing up. This graph shows us except covid19 case visitors are coming Nepal to visit by different way by land and air. Most of the visitors have arrived in Nepal by air even though Nepal has open border with India. Tourism has contributed Nepal's economy according to this graph. In 2021, forging currency earnings from foreign tourists was

decreased by 46% to Rs 13.50 billion. This graph shows Nepal is a touristic destination and income form the visitors will help to get SDGs goal by 2030.

Table 5: Gross foreign exchange earning from tourism (2021-2022)

Fiscal Year	Total Earnings (Net received)			%Change in US$
	NRs. (Million)	Annual Average Exchange Rate	US$ (million)	
2057/58 (2000/01)	11717.0	73.8	158.7	-
2058/59 (2001/02)	8654.3	76.9	112.6	-29.1
2059/60 (2002/03)	11747.7	77.8	151.0	34.2
2060/61 (2003/04)	18147.4	73.8	245.9	62.8
2061/62 (2004/05)	10463.8	72.1	145.2	-41.0
2062/63 (2005/06)	9555.8	72.3	132.1	-9.0
2063/64 (2006/07)	10125.3	70.5	143.6	8.7
2064/65 (2007/08)	18653.1	65.0	286.9	99.7
2065/66 (2008/09)	27959.8	76.9	363.7	26.8
2066/67 (2009/10)	28138.6	74.5	377.5	3.8
2067/68 (2010/11)	24610.7	72.3	340.5	-9.8
2068/69 (2011/12)	30703.8	81.0	379.0	11.3
2069/70 (2012/13)	34210.6	88.0	389.0	2.6
2070/71 (2013/14)	46374.9	98.3	472.0	21.4
2071/72 (2014/15)	53428.6	99.5	537.0	13.8
2072/73 (2015/16)	41765.3	106.4	392.7	-26.9
2073/74 (2016/17)	58526.9	106.2	551.0	40.3
2075/76 (2017/18)	68521.7	104.4	656.5	19.1
2075/76 (2018/19)	75374.1	112.9	667.7	1.7
2076/77 (2019/20)	60885.0	116.3	523.5	-21.6
2077/78 (2020/21)	7266.3	117.9	61.6	-88.2-
2078/79 (2021/22)*	7874.4	120.0	65.6	6.5

(Source: www.tourism.gov.np)

This table shows total gross earning by year form tourism in Nepal (2001-2022). Almost one decade and more Nepal had to spend time in civil war which was until 2007/8 during this time period Nepal had around 100 million to 150 million US dollar earning per year. After peace process tourism industries had to grow because of high flow of visitors. Data show from graph 1 after peace process tourists has arrived double thus earning form tourists has increased continuously year by year with positive way until 2018/19. During the covid19 pandemic hit hard specially tourism industry in Nepal where earing form tourism decline sharply where 2020 show earning from tourism industry is 61.6 to 61.5 million US dollar in a year of 2022 as well. Ministry of tourism had planned to celebrate tourism year by 2020 and had well marketing but had to stop because of pandemic.

On the other hand, tourist are spending more money during their visit where doubling income for Nepal government other side, tourism flows and spending money has created huge employments in

tourism areas such as Mt.everest, Pokhara and Lumbeni(Lord Buddha birth place) this table shows Nepal is a tourism destination thus bodies of tourism industries need to improve quality of services and sustainable infrastructure to gain millennium benefits. It can help to reduce unemployment rate and bring back huge number of Nepalese workers who are working in foreign countries. Positive tourism flows in Nepal create pressure on public sectors where from table 2, government need to increase foreign investment on sustainable develop infrastructures.

Table 6: Tourism & hospitality management education and training (2017-2023)

S.N.	Types of Course	2068-69	2069-70	2070-71	2071-72	2072-73	2073-74	2074-75	2075-76	2076-77	2077-78	2078-79	Total
1	Master of Hospitality Management	28	25	36	39	40	39	29	33	40	0	40	349
2	Bachelor of Hotel Management	120	121	125	168	167	167	167	252	252	252		1791
3	Bachelor of Travel & Tourism Management	80	80	84	125	126	126	125	168	168	168		1250
4	Food Preparation & Control	76	72	146	83	80	70	138	142	42	0		849
5	Food & Beverage Service	8	15	33	17	13	9	24	53	0	0		172
6	Bakery/ Indian Sweets	0	0	0	0	0	0	0	0	45	62		107
7	Barista Training	0	0	0	0	0	0	0	0	8	32	15	55
8	Tourist Guide	96	163	312	227	201	174	218	323	26	0	121	1861
9	Local Guide in Different Areas	35	21	18	11	14	114	148	94	0	0		455
10	Trekking Guide	698	968	1551	1772	435	800	1654	1175	911	262		10226
11	Trekking Porter Guide	0	0	0	0	61	101	181	332	192	0	18	885
13	River Guide/Adventure Tourism	50	34	44	66	47	85	51	66	110	34		587
14	Train the Trainer/HRD	0	42	0	0	0	0	0	0	0	0		42
15	Hospitality / Household Management	397	78	81	51	60	15	41	354	1282	0		2359
16	Tourism In-service Training	138	126	221	105	77	156	112	177	79	137		1328
17	Mobile/Lodge Mgt./Homestay/ Food Safety Training	137	87	133	608	540	436	431	501	414	174	30	3491
Total		1863	1832	2784	3272	1861	2292	3319	3670	3569	1121	224	25807

Source: National Academy of Tourism and Hotel Management (NATHM)

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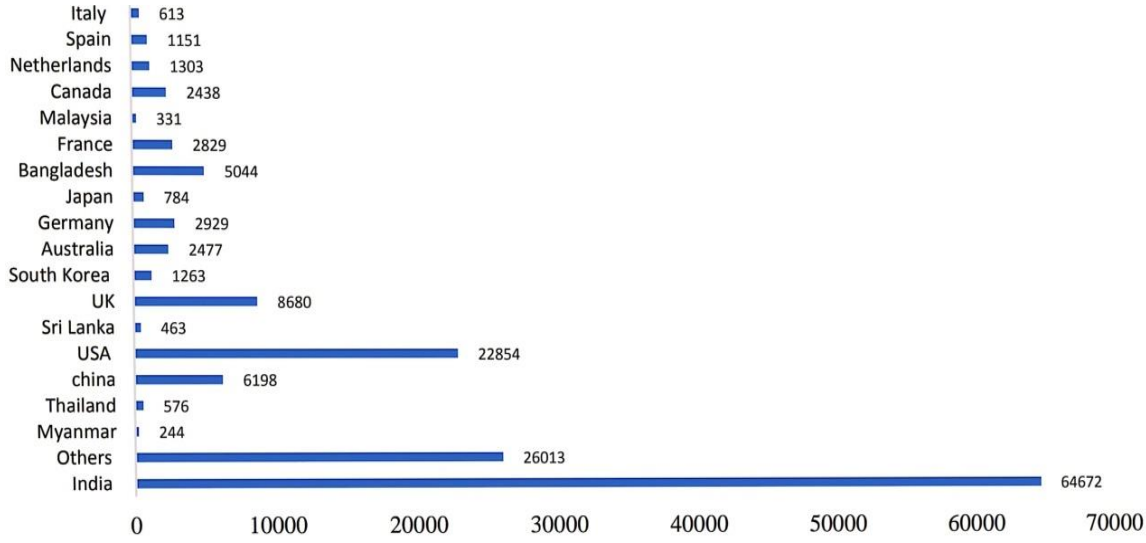
Table 3 has mentioned educational level in positive directions however this table interpreted more right way how private and public educational insinuations are producing skilled workforce to shape the sustainable tourism development. The data from the national academy of tourism and hotel management (NATHM) in Nepal provides an overview of tourism and hotel management education and training from the years (2017/18-2022/23). The table illustrates the number of students enrolled in various courses such as master of hospitality management, bachelor of hotel management, bachelor of travel and tourism management, and specialized programs like food preparation and control, tourist guide, trekking guide, among others. Over the years, there has been steady increase in

enrollment across different courses, indicating the growing interest and importance of tourism and hospitality education in Nepal. Notably, bachelor of hotel management and bachelor of travel and tourism management programs have consistently high enrollment numbers. Additionally, specialized training programs like trekking guide and river guide/ adventure tourism demonstrate the country's focus on catering to its unique tourism offerings. Overall, this data highlights Nepal's commitment to developing a skilled workforce to supports its thriving tourism industry.

Graph 4: Tourists arrival data 2022 from different country around the world



Source: Ministry of Culture, Tourism and Civil Aviation, 2022

Nepal has huge tourism from India where travelers cross open border more easy way and relation between two countries has religious and cultural significantly. USA has second position and UK is third position. These two countries are high important for income source which is rich country visitors can spend huge amount of money and vacation period also longer than others visitors because long relation between these two countries. European countries have less access to visit in Nepal from this graph where government need to create good marketing programs or need to keep strong bilateral relationship with European union. European tourists might have concern about safety and security which is a one of the main challenges.

Tourism in Nepal's economy:

tourism plays a significant role in the economy of Nepal, contributing substantially to its GDP and providing employments opportunities for a large portion of the population. Nepal's unique geographical features, including the Himalayas and diverse cultural heritage, make it an attractive destination for tourists worldwide. According to data form the World Bank, tourism contributed

7.9% to Nepal's GDP in 2019, highlighting its importance as key economic sectors. Tourism industry directly employs around 3.6% of Nepal's total workforce, providing livelihoods for many individuals, particularly in rural areas where alternative employments opportunities may be limited. The sectors contribution to employments is even more pronounced when considering indirect employments generated through related industries such as hospitality, transportation, and handicrafts. For instance, the hospitality sectors in Nepal experienced substantial growth, with an increase in the number of hotels and lodges catering to the growing influx of tourists. Tourism serves as a significant source of forging exchange earning for Nepal, helping to alleviate the country's trade deficit. In 2019, international tourist arrivals reached approximately 1.2 million generating revenue of over 2 billion USD (Nepal Tourism Board,2020).however, the covid19 pandemic severely impacted Nepal's tourism sector, with international tourist arrivals plummeting by 80% in 2020 compared to the previous year (World Bank,2021).This downturn highlighted the vulnerability of Nepal's economy to external shocks and underscored the need for diversification and resilience-building measure within the tourism industry. Despite these challenges, the Nepalese government has implemented various initiatives to promote tourism development, including infrastructures improvements, marketing campaigns, and policy reforms aimed at attracting investment and facilitating visitor's experiences. Sustainable tourism practices and community involvement will essential for ensuring the long term viability of Nepal's tourism sector, balancing economic growth with environmental conservation and cultural preservation.

Tourism governance and funding:

Nepal's tourism governance, primarily managed by the ministry of tourism, culture, and civil aviation, along with the Nepal tourism board, is integral for policy formulation and industry coordination. Despite these efforts, challenges persist at the local level, where limited capacity hinders effective implementation. Financially, Nepal allocated approximately 20 million US dollar for tourism in 2020, reflecting a commitment to sectoral development however, funding constraints remain significant, impeding infrastructure development and sustainable tourism promotion. Innovative financing mechanism such as public private partnership and tourism taxes are being explored to address these challenges. Strengthening governance structures and enhancing funding mechanisms are essential for Nepal to leverage its tourism potential and achieve sustainable economic growth.

Additionally, Nepal tourism board plays a crucial role in marketing Nepal as a tourist destination and implementing promotional campaigns to attract visitors , however challenges persist in term of coordination and implementation at the local level, where decentralized governance structures may lack capacity and resources to effectively manage tourism activities.

Questionnaire – Example

1. **What is your gender?**
    a. Male
    b. Female
    c. Prefer not to say
2. **What is your age?**
    a. 20-30
    b. 31-40
    c. 41-50
    d. 51+
3. **What is your education?**
    a. Higher school certificate
    b. Diploma
    c. Higher Diploma
    d. Bachelor
    e. Master
    f. PhD
4. **What is your occupation?**
    a. Student
    b. Employed
    c. Un employed
    d. Self employed
    e. retired
5. **From which part of the world are you?**
    a. Africa
    b. Asia
    c. America
    d. Europe
    e. Australia
6. **Please specify which country is you form currently?**
    a. Uk
    b. Cyprus
    c. Australia
    d. American
    e. UAE
    f. South africa
7. **Do you like to travel?**
    a. Yes
    b. No
8. **What type of tourist are you?**
    a. Business tourist
    b. Eco-tourist
    c. Cultural tourist
    d. Religious tourist
    e. Leisure tourist
9. **Is Nepal tourism country in Asia?**
    a. Yes
    b. No
10. **Have you been Nepal before?**
    a. Yes
    b. No

11. If not, would you travel to Nepal?

a. Yes
b. No
c. Maybe

12. Do you feel safe to visit Nepal?

a. Yes
b. No
c. Maybe

13. Do you know Nepal is a tourism country in Asia?

a. Yes
b. No
c. Maybe

14. Would you recommend Nepal as touristic destination?

a. Yes
b. No

15. **Did you use domestic airline in Nepal when you there?**

a. Yes
b. No

16. Is there any cheap flight from Europe to Nepal?

a. Yes
b. No

17. **Is there any conservation area in Nepal?**

a. Yes
b. No
c. Maybe

18. Do you know, what is tourism?

a. Yes
b. No

19. Do you know any eco touristic area in Nepal?

a. Yes
b. No

20. Do you check if the hotel you are going to in an eco-friendly hotel?

a. Yes
b. No

21. Do you know of the green start hotel rating system?

a. Yes
b. No

22. Do you know what is ecotourism is?

a. Yes
b. No

23. How many goals of sustainability are there?

a. 5
b. 15
c. 17
d. 30
e. I don't know